

CHAPTER 1

INTRODUCTION

A. Research Background

Nowadays, national development of a country is very crucial in improving the quality in every aspect. Self development conducted in accordance with the various aspects of the field that will be improved its quality services for the community. According to Afifuddin (2010:78), national development is a never ending process as an attempt to improve the welfare of the people as planned and directed in any areas of life and livelihood of the people, nation, and the republic of Indonesia to realize the dream and the objectives of the nation as defined in the preface of UUD 1945.

Development that leads to the public interest is the primary goal from the development of a country. Public sector development becomes a priority to improve the quality for public service. All in all, it is due to the fact that good public services will automatically promote good behavior and make betterment for people's lives.

Ratmiko and Winarsih (2007:4-5) cited by Hardiansyah (2011:11) Pelayanan publik adalah segala bentuk jasa pelayanan, baik dalam bentuk barang publik maupun jasa publik yang prinsipnya menjadi tanggung jawab dan dilaksanakan oleh instansi pemerintah di pusat, di daerah, dan di lingkungan Badan Usaha Milik Negara atau Badan Usaha Milik Daerah, dalam upaya pemenuhan kebutuhan masyarakat maupun dalam rangka pelaksanaan ketentuan peraturan perundang-undangan.

David McKeivitt (1998) cited by Hardiansyah (2011:12), states that "Core public services may be defined as those service which important for the protection and promotion of citizen well being, but are in areas where the market is incapable of reaching or even approaching a socially optimal state; education, health, welfare and safety provide the most obvious know best example".

Based on the previous explanation that has been described, public service is defined as any service implemented by central government and local government to fulfill all community needs and can achieve the basic necessary services optimally such as health, education, welfare, and safety. According to Hardiansyah, (2011:20) health is one of the basic needs of the community, being healthy is the right of every citizen and protected by basic law. Every state admits that health is the biggest capital to get prosperity. Therefore, improving health services is the most basic investment for human resources to achieve prosperous society. In accordance with GBHN 1999-2004 which formulated in PROPENAS in 2000-2004 (2001:183), it stated that one of the attempt to improve the quality of health and social welfare is by improving and maintaining the quality of institutions and health service through the empowerment of human resources and sustainable means as well as infrastructure in the medical field, including availability of medicines that are accessible for the public needs.

According to the national constitution UU No.44 of 2009 that health care is a most basic right for everyone guaranteed by the Constitution of the Republic of Indonesia in the year of 1945 to be realized with the efforts to improve public health as high as possible. In maintaining and improving the health of the citizens,

a lot of attempts need to do. One of them assessed as having an important role is to organize health services.

Public health services which provided by the government to increase the welfare of today's society has not met the expectations of the people yet, it is due to there are many services that only promote social status. Seeing the current phenomenon, efforts should be made by the government to improve and enhance the quality of health services provided to the public. This quality improvement ultimately leads to better quality of care, as well quality service compared positively to the fulfillment of the needs and expectations of the society. As explained by Hardiyansyah (2011:36)"pelayanan dikatakan berkualitas atau memuaskan bila pelayanan tersebut dapat memenuhi kebutuhan dan harapan masyarakat. Apabila masyarakat tidak puas terhadap suatu pelayanan yang disediakan, maka pelayanan tersebut dapat dipastikan tidak berkualitas atau tidak efisien".

In public health services there are so many different kinds of agency provider such as hospital, clinics, and local government clinic. Public health service is public health service institutions closer to the community than with other agencies, so that according to the authors, Puskesmas is more suitable for research related to the wider community.

According to health Minister Decision No.279/MENKES/SK/IV/2006, Puskesmas is a health technical unit in the district/city held responsibility for public health development in its work region. The vision of establishing health clinic is the achievement of a healthy district towards the realization of a healthy

Indonesia. District healthiness is a picture of the future district healthiness to be achieved through the health development, such as the people who live in a healthy environment and has the ability to reach quality health services in a fair and equitable and has high degree of healthiness.

According to Wijono (1997:161) pada dasarnya semua sarana prasarana kesehatan, organisasi dan manajemen kesehatan diperlukan untuk mencapai tujuan pemabngunan kesehatan, sehingga tujuan organisasi kesehatan juga merupakan tujuan pembangunan kesehatan. But, Puskesmas is frequently encountered in general clinic with all its limitations in providing services ranging limited spot admissions space, limited time services, public facilities, comfortable atmosphere, and poor service provided for the patient. Puskesmas as a community health service centers where appropriate spearhead of social welfare in health and has the task of preventing and curing diseases that occur in the community. It seems that those points are not yet fulfilled because there are still many shortcomings owned clinic in generally giving rise to the lack of positive response from the public.

The problems in service at the Public health center is often perceived by the community as well as Puskesmas has many lack in terms of quality of service and also the lack of facilities and infrastructure. So that Puskesmas should be the spearhead public health services, lack an important role in improving the quality of public health. The impact of outcome are less qualified of Puskesmas services will also add new probelms in society is a relatively poor the community in

general is not a guarantee of health quality improvement of health so far from the expected.

Puskesmas Cukir is one of the public health service agency Diwek district communities in Jombang regency that has affordable professional service as its motto. Puskesmas Cukir is a clinic which has developed from building and service quality aspects. This development is done through repairing and fulfillment of its infrastructure for equipment sector and medical supplies as the facilities in health service of the community. Puskesmas of Cukir has built its infrastructure facilities way better than other clinics. Hence, the facility in Puskesmas of Cukir has similarly the same standard as owned by hospital because it has nurses and general practitioners as well as several medical specialists.

Puskesmas of Cukir has a strategic location and has a wide range of supporting good health facilities comprising of the inpatient decent rooms, the service is well organized, have an operating room which generally are rarely found in other local government clinics, thus, it could attract the public for their destination place to get health services. Providing cheaper cost than normal hospital also becomes the plus point for puskesmas of Cukir for the community to get good treatment. Communities in its working area mostly come to the clinic because of its facilities, comfort, as well as affordable cost. Therefore, it could help the community to ease the burden of treatment.

Furthermore, the efforts made by Public health center of Cukir in improving its health quality care is not only through building up its infrastructure but also developing its technology-based services to conduct on-line health services like

illness complaints consultation, information of illness, how to prevent diseases and also profiles the activities conducted by the clinic of Cukir in providing health services closer to the community.

In this research, the researcher will scrutinize the health services which considered as one of the forms of the government services to fulfill the community needs. After seeing the current phenomenon, Puskesmas of Cukir has its power of uniqueness to be discussed. It also attracts so many people to seek treatment and get public health services, so the researchers are interested to make Puskesmas of Cukir as his research subjects. This research is expected to be able to provide an overview of efforts made by Puskesmas of Cukir in improving the community healthiness. Therefore, the title of this study is: "**The Effort of Public Health Center (PUSKESMAS) To Improve the Quality of Public Health Service (Study in Public Health Center (Puskesmas) at Cukir - Regency of Jombang)**".

B. The Problem Formulation

Based on the description that has been explained previously, the efforts made by Puskesmas of Cukir in improving the quality of public health services play significant role in providing services quality for the community, so that people will feel comfortable and satisfied with the condition of its services and facilities available. Therefore, the problem formulation can be noted as following points:

1. How the efforts of Puskesmas Cukir to improve the quality of public health services for the community?
2. How the public health services of Puskesmas Cukir perceived by community measured from community satisfaction index?

C. Research Objectives

The objectives of this study are:

1. To get to know and describe the efforts made by Puskesmas Cukir in increasing the quality of public health service.
2. To get to know and describe the public health services perceived by the community at the Puskesmas Cukir measured from community satisfaction index.

D. The Contribution of the Research

1. Theoretical Contribution

- 1.1 As an additional reference materials in enriching science disciplines and contribute ideas to develop discipline of Public Administration.
- 1.2 As a new input for the further researcher dealing with this research.

2. Practical Contribution

2.1 For the researcher

- 2.1.1 It can broaden his insight, knowledge, comprehension/understanding, as well as researcher's sensitivity on issues related with community health services.

2.1.2 It can be used to measure the ability of researchers to apply what has been gained during his college career with empirical reality in the real world.

2.2 For related institutions

2.2.1 as an input and consideration for the government especially for local government and Puskesmas to improve the quality of health care.

2.2.3 as information for the relevant institutions to have innovation for having better services to the community.

E. The Systematics of Discussion

Systematics of the discussion in this paper consisting of five chapters:

Chapter 1. Introduction

This chapter describes the background of problems, the formulation of the problem, research objectives, research contributions, and systematic research.

Chapter 2. Literature Review

This chapter describes the theories in this research, which includes development, public service, health service, health service quality and efforts in Puskesmas to improve the quality of health service.

Chapter 3. Research Methods

This chapter describes the types of research, research focus and location research site, the types and sources of data, data collection techniques, research instrument, and the data analysis.

Chapter 4. Result and Discussion

This chapter describes the results of research include the presentation of data and data analysis in the form of a general study of the subject, description of the data focus research and analysis and interpretation of data.

Chapter 5. Closing

This chapter contains a summary of the data that has been discussed and given advice the conclusions that can be used as consideration material for interested parties.

