

# The Quality of JAMPERSAL Service in North Konawe Regency, South East Sulawesi

Dyah Hariani, AUFARUL MAROM

Department of Public Administration, Universitas Diponegoro, Semarang, Indonesia,

**Abstract.** The high of Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) to be the concern of Indonesian Government. The government implements general policies in the form of Pelayanan Jaminan Persalinan (JAMPERSAL) as an effort to accelerate MMR and IMR. North Konawe Regency, South East Sulawesi Province as one of the part of Indonesian territory in providing service of JAMPERSAL to the public cannot be separated from the problems. North Konawe Regency as a new area segregation since inaugurated as Kabupaten (Regency) still have limited number of health facilities and health workers. Consequently, the JAMPERSAL service that want to achieve fast and accurate become obstructed. This study aims to describe the quality of JAMPERSAL service also the supporting and inhibiting factors of JAMPERSAL service in North Konawe Regency, South East Sulawesi. The method used in this research activity is qualitative method which is equipped with the use of descriptive statistic. The result of this research is JAMPERSAL service quality in North Konawe Regency assessed by five dimension of service quality measurement these are tangible, reliability, responsiveness, assurance, and empathy have been fulfilled, although there is still a shortage in the tangible dimension. The supporting factor in JAMPERSAL service quality in North Konawe Regency is the establishment of partnership, availability of supporting facilities for pregnant mother, and availability of supporting facility for health worker. While the inhibiting factors are geographic conditions, apathetic attitude of pregnant women, lack of health personnel, lack of health facilities and medical equipment.

Keywords: service, public service, service quality, jampersal

## 1 Introduction

The high of Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) in Indonesia compared to other countries in ASEAN, to be the concern of the Government. The Government implements public policy in the form of *Jaminan Persalinan* (JAMPERSAL) which is an expansion of membership of the *Jaminan Kesehatan Masyarakat* (JAMKESMAS) as an effort to accelerate the reduction of MMR and IMR. The benefits received by JAMPERSAL beneficiaries are limited to pregnancy, delivery, childbirth, newborn and KB after giving birth. JAMPERSAL was effective after enactment of Regulation of Minister of Health No. 2562 / MENKES / PER / XII / 2011. Basically, JAMPERSAL is aimed to improving community access to healthy childbirth by providing easy financing to all pregnant women who do not have childbirth assurance.

North Konawe Regency, South East Sulawesi Province as a new area segregation since inaugurated as Regency in 2009 still has limited number of health facilities and health workers. North Konawe Regency only has 1 Hospital, 14 *Puskesmas*, 20 *Puskesmas Pembantu*, 10 *Poskesdes*, 7 *Polindes*, and 218 *Posyandu*.

**Table 1.** Number Of Health Facilities In North Konawe Regency  
YEAR 2012-2014

Fasilitas Kesehatan (Unit)	2012	2013	2014
1. Rumah Sakit	1	1	1
2. Puskesmas	13	14	14
3. Puskesmas Pembantu	15	20	20
4. Poskesdes	10	10	10
5. Polindes	7	7	7
6. Posyandu	217	218	218
7. Praktek Dokter	0	1	1
8. Praktek Bidan	0	1	1
9. Apotik	0	3	3

Source: Kabupaten Konawe Utara Dalam Angka 2016

There are 2 Specialist Doctors are available in 2014, Doctors / Dentists 21 people, 152 Midwives, and 153 *Dukun Bayi*. Such conditions lead to the delivery of *Jaminan Persalinan* (JAMPERSAL) that require the achievement of fast and timely service becomes obstructed. In fact, pregnant women and mothers of

\* Corresponding author: [dyahhariani@gmail.com](mailto:dyahhariani@gmail.com)

childbearing is need special handling and services in order not to happen the death of mothers and babies born.

**Table 2.** Number Of Health Personnel In North Konawe Regency  
 YEAR 2012-2014

<b>Tenaga Kesehatan (Orang)</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
1. Dokter Spesialis	0	0	2
2. Dokter/Dokter Gigi	26	21	21
3. Apoteker/Asisten Apoteker	18	27	27
4. Tenaga Kesehatan Lainnya	210	236	236
5. Bidan	142	152	152
6. Dukun Bayi Terlatih/Tidak Terlatih	250	153	153

Source : *Kabupaten Konawe Utara Dalam Angka 2016*

The purpose of this study is to describe the Quality of JAMPERSAL Service in North Konawe Regency, South East Sulawesi Province and to describe the supporting and inhibiting factors of JAMPERSAL services in North Konawe Regency, South East Sulawesi Province. Then the method used in this research activity is qualitative method which is equipped with the use of descriptive statistic.

## 2 Methodology

The method used in this research activity is qualitative method which is equipped with the use of descriptive statistic. The result of this research is JAMPERSAL service quality in North Konawe Regency assessed by five dimension of service quality measurement these are tangible, reliability, responsiveness, assurance, and empathy have been fulfilled, although there is still a shortage in the tangible dimension.

## 3 Discussion

Service quality is the service provided to customers in accordance with standardized services that have been standardized as a guide in providing services. According to Zeithaml-Parasurman-Berry in7 to know the quality of services perceived significantly by consumers, there are indicators of customer satisfaction measure that lies in the five dimensions of service quality according to what consumers say. The five dimensions are: Tangible, Reliability, Responsiveness, Assurance, and Empathy.

Tangible, in the form of physical facilities, health equipment, employee appearance and materials installed. This dimension describes the physical form and service that will be accepted by the consumer. Physical facilities, comfort, tidiness and cleanliness of service space is quite feasible. But in the provision of health equipment there are still shortcomings such as limited health equipment, and limited existing doctors. The information boards look neat and attractive in some rooms. In Puskesmas and North Konawe Hospitals are

also equipped with adequate facilities and infrastructure. The employees use the uniform in accordance with the schedule neatly. The appearance of this employee adds to the value of discipline and professionalism, it can be said that the appearance of employees quite well.

Reliability is the ability to deliver promised services reliably and accurately. JAMPERSAL service is handled by competent human resources. All health workers such as doctors, midwives and nurses have professional certification. Beside the competent of health personnel, services are also supported by other employees such as skilled administrative staff. In the hospital many administrative staff are good in operating computers. The availability of highly competent human resources based on their field of work makes fast and accurate JAMPERSAL service in North Konawe Regency.

Responsiveness (responsiveness) is the awareness and desire to help customers and provide services quickly. This dimension emphasizes attention and accuracy when dealing with customer requests, questions, and complaints. The staff is responsive in providing service to every applicant who comes to manage JAMPERSAL. Every applicants who come served deftly and any incoming complaints received and responded well.

Assurance is knowledge, courtesy, and employee's ability to generate confidence and trust. Standard Operating Procedure (SOP) is necessary to ensure the running of a service. Assurance dimensions in JAMPERSAL services are run in accordance with applicable SOP so that the public is guaranteed certainty on JAMPERSAL services. In JAMPERSAL service the community is not charged anything. In the SOP also regulate the attitude of employees in providing services to the public.

Empathy is the concern and personal attention given to the customer. The essence of the empathy dimension is to show the customer through the services provided that the customer is special and their needs can be understood. JAMPERSAL Services in North Konawe Regency give attention to every service users who come, either who complain or who ask for information about JAMPERSAL procedures and requirements. Every complaint comes, the employee listens to the complaint and responds well and then acts on it. In addition, employees establish an intense communication with pregnant women, providing information and explanation about pregnancy so that pregnant women can consult and express complaints comfortably.

The first supporting factor of JAMPERSAL service in North Konawe Regency is partnership (cooperation), form of partnership or cooperation that is done by the village midwife in cooperation with the Kepala Desa, PKK cadres, POSYANDU cadres and dukun bayi. Second, the availability of supporting facilities for mothers who will give birth, such as Puskesmas Pembantu (Pustu), waiting house for mothers who will give birth and others. Third, the availability of supporting facilities for health workers, such as motorcycle shelter, and health equipment required. This motorcycle facility is provided so that the village midwife is easier to reach the community in the remote spot of the

village. Because the environment and the geographical doesn't support the car.

The first inhibiting factor of JAMPERSAL service in North Konawe Regency is the environment and geographical condition that there are still many villages that are difficult to reach. The midwives had to pass the river by boat, through the forest and the muddy and slippery road. Communities located in remote areas usually rely on dukun bayi during childbirth. Second, the apathetic attitude of pregnant women is indicated by the attitude of pregnant women who do not want to check their pregnancy routinely to POSYANDU or PUSKESMAS. This apathy is influenced by the very low level of awareness of pregnant women and the embarrassment culture for pregnancy checks. Third, the lack of health personnel. Each village has only one midwife and some villages have no midwife. Fourth, lack of health facilities and medical equipment.

## 4 Conclusion

The Quality of Jaminan Persalinan (JAMPERSAL) service in North Konawe Regency based on the five dimensions that have been determined that tangible, reliability, responsiveness, assurance, and empathy have been fulfilled, although there is still a shortage in the tangible dimension. Then, the supporting factor in the quality of JAMPERSAL service in North Konawe Regency is the establishment of partnership, availability of supporting facilities for pregnant mother, and availability of supporting facility for health worker. While the inhibiting factors are geographic conditions, apathetic attitude of pregnant women, lack of health personnel, lack of health facilities and medical equipment.

Suggestions that can be given are the Government of North Konawe Regency needs to immediately realize the means of transportation for village midwives who have not received the facility. Then add Pustu and waiting house to accommodate pregnant women. This sub-unit can also function as a village midwife's residence. The government needs to provide bailout funds to village midwives who have been appointed as PNS. The need of guidance, training, and legality also welfare for dukun bayi so that dukun bayi are willing to partner with the government and are able to influence the community to be more aware of the importance of pregnancy and childbirth so it can reduce Maternal Mortality Rate (MMR) and Infant mortality Rate (IMR), the addition of health facilities and medical equipment such as childbirth equipment and medicines.

## References

1. G. E. Caiden, *Administrative Reform Comes Of Age*, Walter de Gruyter, New York (1991).

2. J. V. Denhardt. dan R. B. Denhardt. *The New Public Service: Serving, not Steering*. Armonk, M.E Sharpe, New York (2003).
3. R. B. Denhardt and J. V. Denhardt, "The New Public Service: Service Rather than Steering", *Public Administration Review* (2000).
4. A. Dwiyanto, *Reformasi Birokrasi Publik di Indonesia*, Pusat Studi Kependudukan dan Kebijakan Universitas Gadjah Mada, Yogyakarta (2002).
5. S. Effendi, *Reformasi Tata Pemerintahan: Menyiapkan Aparatur Negara Untuk Mendukung Demokratisasi Politik dan Ekonomi Terbuka*, Gadjah Mada University Press, Yogyakarta (2010).
6. E. Ferlie, *Hand Book of Public Management*, Oxford, America (2009).
7. P. Harbani, *Teori Administrasi Publik*. Penerbit Alfabeta, Bandung (2011).
8. S. Herlina, *Dimensi Mutu Pelayanan Kebidanan terhadap Kepuasan Pasien Program Jampersal di RSUD Rekan Hulu*.
9. M. L. Hidayat, *Reformasi Administrasi Kajian Komparatif Pemerintahan Tiga Presiden*, Ikrar Mandiriabadi, Jakarta (2007).
10. K. McLaughlin (ed), *New Public Management: Current Trends and Future Prospects*, Routledge, London (2002).
11. C. Nasucha, *Reformasi Administrasi Publik Teori dan Praktik*, Grasindo, Jakarta (2004).
12. A. Pramusinto (ed), *Reformasi Birokrasi, Kepemimpinan dan Pelayanan Publik: Kajian Tentang Pelaksanaan Otonomi Daerah Di Indonesia*. Gava Media, Yogyakarta (2009).
13. Sedarmayanti, *Reformasi Administrasi Publik, Reformasi Birokrasi, dan Kepemimpinan Masa Depan*, RefikaAditama, Bandung (2009).
14. C. Sulistyono, *Implementasi Peraturan Menteri Kesehatan No 2562/Menkes/Per/XII/2011 terkait pelaksanaan Jampersal pada Fasilitas Kesehatan Tingkat Pertama melalui Bidan Praktek Mandiri (Studi di Dinas Kesehatan Kota Malang)*.
15. E. Tambun, and M. Hasanbasri, *Evaluasi Implementasi Kebijakan Persalinan Bagi Masyarakat Miskin oleh Bidan Praktek Swasta di Kota Tanjung Pinang*, Vol.02 No.1. Dinas Kesehatan Provinsi Kepulauan Riau (2013).
16. S. Wibawa (ed), *Reformasi Administrasi: Bunga Rampai Pemikiran Administrasi Negara/Publik*. Gava Media, Yogyakarta (2005).
17. Z. Zhijian (ed), *Administrative Reform Towards Promoting Productivity In Bureaucratic Performance*. EROPA, Philippines (1992).