

Description of the Satisfaction Level of Training Participants on Service In Batam Health National Training Centre, Indonesia

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Abstract

This study aims to describe the level of satisfaction of trainees towards services in Batam health training using the customer satisfaction index (CSI) and the community satisfaction index (IKM). The population in this study were all trainees who used services in Batam health training. The sample in this study was saturated, where all participants were taken as samples, with 374 respondents. Data collection methods used were questionnaires or questionnaires. The results showed that the customer satisfaction index reached 0.94 was very satisfied, with the highest IKP in learning facilities services and the desire of respondents to recommend the Batam Health Agency to friends and colleagues reached 0.96% and the lowest service level of teaching and learning activities reached 0.88%. While the index of community satisfaction reached a value of 70.21 B, the predicate of the performance of service units in the Batam Health Agency is good. Overall the trainees felt very satisfied.

Keywords: Service quality, customer satisfaction index, community satisfaction index.



A. INTRODUCTION

Increasing the competence of health workers is in line with the mandate of Law No. 5 of 2014 concerning the State Civil Apparatus, that the development of health personnel is more directed in order to improve the quality and career of health personnel resources through education and training (Law Number 5 of 2014)

Information about variables originating from consumers, where one of them includes the former trainee is very important. Therefore information about variables originating from consumers, where one of them includes the former trainees is very important (Melyanasari, 2012)

The limitation of this study is that there are confounding variables that cannot be controlled but have a great influence on services including age, sex, education, length of work, other psychological factors.

B. METHOD

In order for the problems to be investigated not to spread and become erratic, the problem is limited to the alumni of the training participants in the Batam health office during the period from January to June 2018, which consists of health training, non-health, and community.

The population in this study were alumni of training participants who attended

pre-service training, from January to June 2018 at the Batam Health Training Center, with the samples taken being total the sample is 374 respondents. The instrument uses the IKM questionnaire from Permenpan No. 14 of 2017 (Regulation of the Minister of Administrative Reform, Number 14/2017). Data that has been collected is processed by stages, editing, coding, entering data into a computer, and making tabulations.

To determine the level of customer satisfaction through 2 approaches, namely 1. According to (Suparyanto, 2006), the Consumer Satisfaction Index is used to determine the level of service satisfaction based on variables, this index is an ideal measure to measure the results of achieving the expected strategic goals using the formula:

$$IKP = \frac{(F1 \times S1) + (F2 \times S2) + (F3 \times S3)}{\Sigma F \times 3}$$

Information :

IKP = Customer / Consumer Satisfaction Index

F1 = Number of Respondents who answered Dissatisfied

F2 = Number of Respondents who answered Satisfied

F3 = Number of Respondents who answered Very Satisfied

ΣF = Total Respondents

S1-3 = 1,2,3, 1 = dissatisfied, 2 = satisfied, 3 = very satisfied

Table 1 Customer Satisfaction Level

Indeks	Category
< 0.20	Very dissatisfied
0.21-0.40	Dissatisfied
0.41-0.60	Netral
0.61-0.80	Satisfied
> 0.81	Very Satisfied

Source: Suparyanto, 2006

The IKM value is calculated using the "weighted average value" of each service element. In calculating the community satisfaction index for the nine elements of service studied, each service element has the same weighing formula as follows: Weighted average value = Number of weights divided by a number of elements = $1/9 = 0,111$. To obtain the service unit IKM value, the weighted average value approach is used as follows: IKM = Total of Perceived Value Per Element divided by Total elements filled in. Weight value to facilitate the interpretation of the IKM assessment, which is between 25 - 100, the results of the assessment above are converted with a base value of 25, with the following formula: IKM Service Unit $\times 25$

Table 2 Perception Value of IKM Interval Value of IKM Conversion Interval Value of

Service Unit Performance Service Quality

Perception of value	Interval IKM of Value	Value of IKM Conversion Interval	Value of Service	Unit Performance Service Quality
1	1,00 – 1,75	25 – 43,75	D	Not good
2	1,76 – 2,50	43,76 – 62,50	C	Poor
3	2,51 – 3,25	62,51 – 81,25	B	Good
4	3,26 – 4,00	81,26 – 100,00	A	Very good

Source: Suparyanto, 2006

C. RESULT AND DISCUSSION

From the results of the questionnaire collection, 374 respondents were scattered in 8 (eight) types of training. The biggest respondent was in the Health Promotion training from the Ministry of Health, which amounted to 20.63% and was dissatisfied with the training of Saiba training from the Supreme Court Training Center, which was 2.58%.

Table 3 Variable Distribution Based on Type of Service

Service type	Variable							
	Very satisfied		Satisfied		Dissatisfied			
	n	%	n	%	n	%	n	%
Receptionist	317	84,76	55	14,71	2	0,53	374	100,00
Accommodation	284	75,94	83	22,19	7	1,87	374	100,00
Consumption	301	80,48	68	18,18	5	1,34	374	100,00
Support	297	79,42	75	20,05	2	0,53	374	100,00
Learning Facility	330	88,24	44	11,76	0	0,00	374	100,00
Handling of complaints	323	86,36	51	13,64	0	0,00	374	100,00
The Desire of Respondents to Reuse Bapelkes Batam Facility	321	85,83	53	14,17	0	0,00	374	100,00
Desire of respondents recommending Batam Health Agency to friends and colleagues	331	88,50	43	11,50	0	0,00	374	100,00
Teaching and Learning Process Activities	252	67,38	114	30,48	8	2,14	374	100,00

Source: Primary Data Processed Results (2018)

Table 4 Customer Satisfaction Index

Indicator	Likert scale			IKP	Criteria
	Dissatisfied	Satisfied	Very satisfied		
Receptionist	2	55	317	0,95	Very satisfied
Accommodation	7	83	284	0,91	Very satisfied
Consumption	5	68	301	0,93	Very satisfied
Support	2	75	297	0,93	Very satisfied
Learning Facility	0	44	330	0,96	Very satisfied
Handling of complaints	0	51	323	0,95	Very satisfied
The Desire of Respondents to Reuse Bapelkes Batam Facility	0	53	321	0,95	Very satisfied
Desire of respondents recommending Batam Health Agency to friends and colleagues	0	43	331	0,96	Very satisfied
Teaching and Learning Process Activities	8	114	252	0,88	Very satisfied
Average of IKP				0,94	Very satisfied

Source: Processed Primary Data Results (2018)

From the calculation of the consumer satisfaction index shows that the average value of the IKP is 0.94 which indicates that consumers feel very satisfied with services at the Batam health office, with the highest IKP in complaints handling services and the desire of respondents to recommend Bapelkes Batam to friends and colleagues at 0,96, and the lowest in the service of teaching and learning activities is equal to 0.88. From table 4 above illustrates that based on the results of evaluation of the benefits of training on Batam health training center, the results showed that out of 9 services provided by Batam health services, most service users stated they were not satisfied, there were 5 services (55%) stated that they were not satisfied 5.38 % with the greatest dissatisfaction with the teaching and learning process services is 2.14%, while the lowest is arrival and support services, which are 0.53% respectively.

Receptionist service.

Receptionist services include attendee services and front office staff hospitality (FO). Both of these services are the frontline of an agency both government and private so that it can be said that the good and bad of public service are highly dependent on the role of the service provider. So it is not surprising that prescription services are the central point of management. In the receptionist service, the customer satisfaction index dimension is included in the category of being very satisfied with the number reaching 84.76%. With details very satisfied 84.76%, satisfied reaching 14.71% and not satisfied reaching 0.53%.

Accommodation Services.

Accommodation services are one of the services that play a role in providing various needs for participants while attending education and training while participating in the learning process. In the customer satisfaction index, accommodation services are included in the satisfied category, reaching 75.90%. With details very satisfied 75.90%, satisfied 22.2% were not satisfied with 1.7%.

Consumption Service.

The availability of consumption during the learning process plays an important role in education and training activities. This service when viewed from the dimensions of the customer satisfaction index is included in the satisfied category, which is equal to 80.5%. With details of very satisfied 80.5%, satisfied 18.2% and not satisfied 1.3%.

Supporting Facilities Services.

Supporting facilities in the dimensions of the customer satisfaction index in the customer satisfaction category amounted to 79.4%. With details very satisfied 79.4%, satisfied 20.1% and not satisfied 0.5%.

Learning Facilities.

Learning facilities when viewed from the dimensions of the customer satisfaction index are included in the category of very satisfied, reaching 88.2%. With details of very satisfied 88.2%, satisfied 11.8% and not satisfied 0%.

Complaint Handling.

Handling complaints in the dimensions of the customer satisfaction index is included in the very satisfied category, reaching 86.4%, with details of very satisfied 86.4%, satisfied 13.6% and not satisfied 0%. The Desire to Reuse Batam Bapelkes Facilities. From table 3 and diagram 1, it can be seen that 85.8% or 321 respondents have very satisfied desires to reuse Batam Bapelkes facilities, as many as 14.2% or 53 respondents have satisfied desires to reuse Batam Bapelkes facilities. There were no respondents who expressed their unwillingness to reuse Batam's Bapelkes facilities.

Batam Bapelkes

Recommendation Services to Friends and Colleagues, that 88.5% or 331 respondents have a very satisfied desire to recommend Batam Bapelkes to friends and colleagues, as many as 14.2% or 53 respondents have a satisfied desire to recommend Batam Bapelkes to friends and colleagues. There were no respondents who expressed their unwillingness to recommend Batam Health Agency to friends and colleagues. Teaching and Learning Process Activities (PBM). that 54.0% or 143 respondents have very satisfied variables with Teaching and Learning Process Activities (PBM), as many as 43.0% or 114 respondents have satisfied variables with Teaching and Learning Activities (PBM). Satisfy 3% or 8 respondents giving an unsatisfied assessment of the Teaching and Learning Process Activity.

Table 5 The Average Value of Elements From Each Service Unit

Service Element	Service Element Value	Weight value	Value of IKM
Receptionist	2.84	0.111	0.315
Accommodation	2.74	0.111	0.304
Consumption	2.79	0.111	0.310
Support	2.79	0.111	0.310
Learning Facility	2.88	0.111	0.320
Handling of complaints	2.86	0.111	0.318
The Desire of Respondents to Reuse Bapelkes Batam Facility	2.86	0.111	0.318
Desire of respondents recommending Batam Health Agency to friends and colleagues	2.89	0.111	0.320
Teaching and Learning Process Activities	2.65	0.111	0.294
Average of IKP			2.81

Source: Primary Data Processed Results (2018)

Thus the results of the service unit index value can be summarized as follows:

1. After converted IKM value = Index value x Basic Value= 2.81 x 25 = 70.21
2. Quality of service B.
3. Good service unit performance.

From table 3, out of 23 services provided at Batam Health Training Center, it shows that the very satisfied variable is in environmental care services, reaching 90.90% and not satisfied with the mini market service, reaching 66.60%. Furthermore, for the service of teaching and learning process during the training, the results were obtained that the variable was very satisfied with the program direction aspect which reached 90.10% and was not satisfied with the Library and Laboratory services, each of which reached 53.20%.

Service is an effort to fulfill customer desires delivered appropriately to balance customer expectations. The services needed by humans are basically divided into two types, namely physical services that are personal in nature and administrative services provided by other people as members of the organization (mass organizations or state organizations). Based on this opinion, what is meant by service is continuous activities in daily life in the form of physical services, which are personal and administrative, which are usually found in an organization's activities. The Consumer Satisfaction Index is data and information about the level of customer satisfaction obtained from the results of quantitative and qualitative measurements of customer opinions in obtaining public services by comparing expectations and reality.

According to Iqbal (2008), there are many benefits received by the company by achieving a high level of customer satisfaction. A high level of customer satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to prices, reduce marketing failure costs, reduce operating costs caused by increasing the number of customers, increase advertising effectiveness, and improve business rep-

utation (Iqbal, 2008)

According to Moenir (2008: 27) defining service is a series of activities that take place routinely and continuously covering the entire life of people in society. Based on this understanding service can be interpreted that service is a routine and continuous activity in the community. Furthermore, Sinambela (2008:5) suggests that service is any activity that is profitable in a group or entity and offers satisfaction even though the results are not physically bound to a product. This shows that service is related to the inner satisfaction of the recipient of the service.

According to Ivancevich, Lorenzi, Skinner and Crosby (Ratminto and Winarsih, 2010: 2) "service is products that are visible (cannot be touched) that involve human efforts and use of equipment" Referring to this opinion, service can be interpreted as something that cannot be seen but can be felt which involves human efforts and using an equipment.

Furthermore, from the results of distributing questionnaires given by trainees to the services provided by participants, the results were 44.44% (four services provided to participants were quite satisfactory), which meant that there was no participant who gave satisfaction to the level of dissatisfaction. The services are 1. Learning facilities, 2. Complaint handling, 3. Desire to use the agency as a place of training, 4. Willing to recommend the health center as a training place.

The very dissatisfied variable is satisfied with the accommodation service which is equal to 1.90%. Satisfied for satisfied variables, very satisfied, is at the service of teaching and learning activities, which is 43%. And for the satisfaction of the very satisfying level, the service of the participants wanted to recommend the Batam health center as a comfortable training place for friends or colleagues, amounting to 88.50%.

From the overall services provided to participants, the results showed that environmental cleaning services ranked first with a score of 90.90%.

From the description above, it can be concluded that with a clean and comfortable environment, the participants wished to be able to return to other training in Batam Health Center and were willing to recommend to friends or colleagues to use the Batam Health Training Center, like a comfortable and pleasant training place.

According to research conducted by Wowor (2015), that the level of customer satisfaction is influenced by aspects of the product, price, place and overall service provided by the Kartini has reached expectations and even exceeded the expectations of consumers (Wowor, 2015). Satisfaction related to the 5 dimensions of service, as the results of research conducted by Thoblas, et al., Namely tangible, reliability, responsiveness, assurance and empathy to support service quality have a positive effect on customer satisfaction (Sarbunan, Montolalu, Tumble, nd) who supported Cahyani (2016), that to achieve optimal satisfaction.

D. CONCLUSION

Respondents in the customer satisfaction survey conducted by Bapelkes Batam in the first semester of 2018 were 374 with the largest proportion of Health Promotion Training being 120 people (20.63%). A total of 44.44% (4 types of services) which stated the level of satisfaction of dissatisfied levels reached 0.00%. Shows that the customer satisfaction index reaches 0.94 very satisfied, with the highest IKP in learning facilities services and the desire of respondents to recommend Batam Health Agency to friends and colleagues reaching 0.96% and the lowest service level of teaching and learning activities reaches 0.88%. While the index of community satisfaction reached a value of 70.21 B, the predicate of the performance of service units in the Batam Health Agency is Good. Overall the trainees felt very satisfied.

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