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3rd ImCoSS

THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES

5 - 7 JUNE 2015

BANDAR LAMPUNG UNIVERSITY
INDONESIA

PROCEEDINGS

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3rd IMCoSS 2015

**THE THIRD INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON SOCIAL SCIENCES**

5, 6 June 2015
Bandar Lampung University (UBL)
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PROCEEDINGS

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PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the **The Third International Multidisciplinary Conference on Social Sciences (The 3rd IMCoSS) 2015** organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 112 technical papers were received for this conference.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

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Table Of Content

Preface.....	ii
International Advisory Board	iii
Steering Committee.....	iv
Organizing Committee	vi
Table of Content	viii
Keynote Speaker :	
1. Cultural Tourism and Trade in Indigenous People's Art and Craft: A Gap Analysis of International Legal Treatise and National Legislation – Ida Madieha bt. Abdul Ghani Azmi	I-1
2. Contrasting Islamic Leadership Styles (An Empirical Study Of Muslim Majority And Minority Countries) - Khaliq Ahmad	I-10
Paper Presenter :	
ECONOMICS :	
1. An Analysis of The Influence of Aggregate Expenditure Regional Gross Domestic Product Growth In The Lampung Province – H.M.A. Subing	II-1
2. Effect on The Quality of Passenger Satisfaction (Study in Radin Inten II Airport South Lampung) – Ardansyah and Stefanny Ellena Rushlan	II-7
3. Factors That Affect Longevity Of Business Relationships – Margaretha Pink Berlianto and Innocentius Bernarto.....	II-12
4. Millennials Green Culture: The Opportunity And Challenge (A Case Study Of Higher Education Student) - Ika Suhartanti Darmo	II-21
5. Preferences Prospective Students In Choosing The Study Program (University X In Bandar Lampung) - Indriati Agustina Gultom and Wahyu Pamungkas	II-29
6. The Effect Of Growth, Profitability And Liquidity To Bond Rating Of The Banking Firms Listed On The Indonesian Stock Exchange (Period 2009- 2013) - Syamsu Rizal and Winda Sutanti	II-34
7. The Influences Of Investment On Regional Gross Domestic Product (RGDP) In Lampung - Habiburrahman	II-42
8. The Influences Of Bank Product Socialization And Electronic Payment System Quality On Intention To Use E-Money In Indonesia - Cynthia Jonathan, Rina Erlanda and Zainal Arifin Hidayat	II-46
9. The Influence Of Inflation, GDP Growth, Size, Leverage, And Profitability Towards Stock Price On Property And Real Estate Companies Listed In	

Indonesia Stock Exchange Period 2005-2013 - Herry Gunawan Soedarsa and Prita Rizky Arika	II-50
10. The Influence Of Investment Opportunity Set (IOS) And Profitability Towards Stock Return On Property And Real Estate Firms In Indonesia Stock Exchange - Grace Ruth Benedicta, Herlina Lusmeida	II-57
11. The Influence Of Prosperity And Finacial Performance With Respect To Equalization Funds Of The Government District/City In All Southern Sumatra Regions - Rosmiati Tarmizi, Khairudin and Felisya Fransisca	II-66
26. The Influence of The Financial Performance and Macroeconomic Factors To Stock Return - Angrita Denziana, Haninun, and Hepiana Patmarina.....	II-73
27. The Economical Analysis Of Mechanization In Land Preparation For Plantation - M.C. Tri Atmodjo	II-81
28. The Performance of Undiversified Portfolio In Indonesia Stock Exchange - Budi Frensidy	II-84
29. An Analysis of Fast Improvement Program of Human Resources for Employee Satisfaction of PT. PLN (Persero), Bandar Lampung Power Sector - Sapmaya Wulan and Kiki Keshia	II-89
30. Engineering Model of Economic Institution Insugarcane Agribusiness Partnership (Case Study on Sugar Cane Agribusiness Partnership between Farmers Cooperative and Sugar Factory in Way Kanan Regency of Lampung Province-Indonesia) – Syahril Daud and Adrina Yustitia	II-97

LAW :

1. Analysis Of Convict's Rights In Judicial Review Of Narcotics Criminal Case - Yulianto	III-1
2. Comparison Of Authority Of The Conditional Court In India And Thailand In Judicial Review – Indah Satria	III-4
3. Criminal Law Policy As An Effort Of Overcoming Crime Towards Protected Animals - Benny Karya Limantara and Bambang Hartono	III-9
4. Decentralization Evaluation in Indonesia : The Dynamics of Relation Central Government and Local Government - Dewi Nurhalimah	III-15
5. Denial Of Labor Rights By Liberal Legal Regime In The Outsourcing System - Cornelius C.G, Desi Rohayati and Ricco Andreas	III-20
6. Design Of The Special / Special For Inclusion In The System Of The Republic Of Indonesia By Constitution Of The Republic Of Indonesia 1945 - Baharudin.....	III-22
7. Dilemma of State Sovereignty Protecting the Homeland Indonesia (Studies Agrarian Constitution) - FX. Sumarja	III-27
8. From State Sovereignty To People Sovereignty: The Development of State Control Doctrine in Indonesia Constitutional Court Decision - Utia Meylina	III-32

9. Law Function As Instrument To Build a Stability of Moral Economy in
Globalization Era - Hieronymus Soerjatisnanta and M Farid Al-Rianto III-36
10. The Analysis Of Criminal Liability For Crimes Perpetrators Of The Crime
Of Human Trafficking – Dharma Saputra III-45
11. The Death Penalty: Pancasila, With Efforts To Eradicated Drugs -
Anggun Ariena R. and Ade Oktariatas Ky III-48
12. The Existence of Government Regulation in Liew of Law or Peraturan
Pemerintah Pengganti Undang-Undang (Perppu) in Legal Systems of the
Republic of Indonesia - Rifandy Ritonga III-53
13. The Fulfilment Of The Right To Health Services Through Control Of
Ombudsman Functions In The Region - Agus Triono III-57
14. The Tort Of Multimodal TransportatioAgreement -
Dio Adewastia Fajaranu III-64
15. Uprising Of Village Democracy: Challenge And Opportunities For Village -
James Reinaldo Rumpia III-70
16. Comparative Law of Cartels between Indonesia and Japan (Review of Act
No. 5 of 1999 concerning Prohibition of Monopolistic Practices and Unfair
Business Competition and the Act Concerning Prohibition of Private
Monopoly and Maintenance of Fair Trade" (Act No. 54 of 14 April 1947))
- Recca Ayu Hapsari III-77
17. The Role Of Adat Community As The Part Of Normative Systems In Paser
- Melisa Safitri III-83

SOCIAL SCIENCE :

1. An Using E-CRM To Improve Market Value Companies (Research Study at
EF Bandar Lampung) - Ruri Koesliandana, Arnes Y. Vandika, and Dina Ika
Wahyuningsih IV-1
2. Analysis Of The Quality Of Public Health Field – Siti Masitoh IV-4
3. Charges Of Indonesia Labor / Workers Against Proper Living Needs That
Can Meet The Minimum Wage – Agustuti HandayaniIV-13
4. Community Response On Changes Regional Head Election System (Study
On Environmental Public Housing Way Kandis Bandar Lampung) -
Wawan Hernawan and Mutia Ravenska.....IV-16
5. Compensation Policy Implementation Of Fuel Oil, In The District Konawe,
Southeast Sulawesi Province (Study on Implementation of Direct Cash
Assistance) – Malik and Noning VerawatiIV-21
6. Crowd Funding, Social Entrepreneurship and Sustainable Development -
Hery Wibowo.....IV-29
7. Euphoria and Social Media Related to Organizational Effectiveness, Based
on Gangnam Style Case - Astadi Pangarso and Cut Irna SetiawatiIV-32

8. Financial Management In Public And Private Junior High Schools -
Suwandi and SoewitoIV-40
9. Gender Mainstreaming In Glasses of Public Administration at Banten
Province - Ipah Ema JumiatiIV-47
10. Impact From Social Media To Social Life -
Eka Imama N, Ade Kurniawan, Yoga Dwi Goesty D.S, and Arnes Y. VandikaIV-56
11. Implementation of Public Private Partnership in The Management Market
RAU (Rau Trade Center) In Serang City - RahmawatiIV-59
12. The Values Of Democracy In The Implementation Local Political Agenda
In Kendari - Jamal BakeIV-67
13. Evaluation Of Health Services Regional Public Hospital Besemah in Pagar
Alam City of South Sumatra -
Yuslainiwati, Budiman Rusli, Josy Adiwisastra, and Sinta NingrumIV-77
14. The Impact Of It Social Network Path In The Students Of Community -
Arnes Yuli VandikaIV-82
15. The Development of Women's Participation in Political Life -
Azima DimiyatiIV-86

EDUCATION :

1. An Analysis of Students' Gramatical Error in Using Passive Voice at Grade
Ten of SMA Persada Bandar Lampung 2014 - Ildhias Pratiwi Putri..... V-1
2. An Error Analysis of Speaking Present Tense on English Conversation on
Program of PRO 2 Radio Bandar Lampung – Maryana Pandawa V-5
3. Developing Students' Writing Skill by Diary Writing Habit -
Fatima A. Putri, Bery Salatar, and Susanto..... V-8
4. Discourse Analysis Of Gettysburg Address -Yanuaris Yanu Darmawan V-11
5. Error Analysis of SMA Pangudi Luhur Bandar Lampung Students'
Translation in Using Meaning-Based Translation. – Kefas Ajie Bhekti V-18
6. Improving Students Affective Domain Through Asian Parliamentary
Debate Technique – Purwanto V-24
7. Online Authentic Materials For Learning English - AgniaMuti, Ezra
Setiawan, and Ida Oktaviani V-36
8. Politeness Strategies As Persuasive Tool In Magazine Advertisements
Circulated In Lombok Tourism Spots – Lalu Abdul Khalik and Diah
Supatmiwat V-39
9. Simple Past Tense Of The First Grade Students Of SMP Negeri 1 Seputih
Banyak In Academic Year Of 2014/2015 - Qory Fahrnis Firdaus V-47
10. Supporting Learners' Autonomy Through Distance Language Learning -
Dameria Magdalena S V-51

11. Teaching Poetry in ELT Classrooms: Some Challenges and Solutions - Bastian Sugandi and Husnaini	V-54
12. Teaching Vocabulary By Using Hypnoteaching To Second Semester Students Of Bandar Lampung University - Fransiska Anggun Arumsari	V-58
13. The Application Of Brainstorming To Improve Student's Writing Skill - Ita Brasilia Nurhasanah, Ria Martin, and Rizky Amalia	V-65
14. The Application Of Using Letter Land Technique Towards Students Vocabulary Mastery - Budianto, Elis Munawaroh, Fitri Anggraini, and Yuni Arifah	V-68
15. The Application of Quiz Team Technique to Improve Students' Understanding on Simple Present Tense at Grade Seven at SMPN 26 Bandar Lampung – Rosdawati	V-71
16. The Art Of Seduction Of Giacomo Casanova An Analysis Of "The Story Of My Life" - Helta Anggia	V-75
17. The Effect Of The Application Of The News Presentation Towards Students' Speaking Ability Of Grade Eleven At SMK Negeri 1 Seputih Agung - Risdiana Yusuf	V-78
18. The Effect Of The Teacher's Feedback Approach Towards Students' Descrptive Writing Skill At Grade Tenth Of SMK Bhakti Utama Bandar Lampung - Nila Kurnijanti	V-83
19. The Improvement Of Students' Vocabulary Achievement By Using Direct Method Of SMP Wiyatama Bandar Lampung - Putri Nurhayani	V-85
20. The Influence Of Lampungnese Ethnicity Accent On Dialect A To Lampungnese Students' Pronunciation Ability At English Education Study Program - Anggi Okta Dinata	V-88
21. The Influence of Using Scrambled Pictures to Improve Students' Ability in Writing Narrative Text of Eleventh Grade Students of SMK Bhakti Utama Bandar Lampung - Novita Uswatun Khasanah	V-91
22. The Use of Letterland Method in Teaching Reading at Early Year Level to Pre-School Students in an Informal Education in Bandar Lampung - Alfiana Rochmah	V-94
23. TheInfluence of Using Short Video Towards the Students' Speaking Skill at Grade VII of SMPN 22 Bandar Lampung - Dita Oktapiana	V-101

EVALUATION OF HEALTH SERVICES REGIONAL PUBLIC HOSPITAL BESEMAH IN PAGAR ALAM CITY OF SOUTH SUMATRA

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ABSTRACT - Hospital (Hospital) Besemah Pagar Alam is the property of the City of Pagar Alam in organizing the service is often a gap between perceived service with the services provided at the hospital. Problems that occur in hospitals BesemahPagar Alam is the number of medical personnel, infrastructure, information and communication systems less. This study aimed to evaluate health care in hospitals BesemahPagar Alam is then expected to acquire a new concept for the development of Public Administration. This study used a qualitative approach. Collecting data using literature study, observation and interviews, Focus Group discussions and study documents. The survey results revealed that the quality of health care at the Regional Hospital Besemah Pagar Alam city seen from the dimensions of service quality dimensions tangibles seen less and Responsiveness enough. Equip assessment results Model of The Australian Council on Health Care Standards (Achs) achievement rating Some few then obtain Achievement (SA), the level of achievement Hospital Accreditation Standards are lacking.

keywords: evaluation, service standards, the hospital, the patient.

1. INTRODUCTION

Hospital is one of the agencies that carry out public services, as institutions that provide public services in the areas of services such as medical services that provide health services to patients in the form of promotive, preventive, curative and rehabilitative services in order to improve the health status for the Economic Community. Contend of Asean (MEA) hospitals in Indonesia needs to improve the quality of service. Various types of health professionals with scientific devices each interact with one another. In accordance with Law No. 44 of 2009 Article 36 (16), mandates "Every hospital should organize Governance Hospitals and Clinics Good Governance", The main purpose of the hospital health care is devoted to patient care. Patients with health problems and needs of service are entitled to the same quality of care in hospitals, to implement quality health care in the hospital is required human resources skilled and competent health and to implement services in accordance with the standards of hospital accreditation in accordance with service standards international. Through the accreditation process, the hospital can: 1) Increase the public confidence that the hospital focuses its target on patient safety and public service. 2) Provide of safe working environment and efficient so that staff satisfied feel. 3) Listening to patients and their families, respect their rights, and involve them as partners in the process pelayanan. 4) Creating a culture willing to learn from safety incident medical record. 5) Build leadership that promotes cooperation. (MoH RI, 2012) (19). Evaluation is a systematic way to learn from the experiences of using the lessons learned to improve activity is being done and to improve better planning carefully the selection of various alternative actions that will taken. Research function evaluation (Scriven, cit. Arikunto, 2000) (2) are as follows:

Formative evaluation, functioned as an evaluation activity at the time was berlangsung. Evaluation activity programme summative, held when the activity/programme had actually been completed. This evaluation was also conducted to determine the programme has to what extent a value something expediency, especially when compared with the implementation of the other programs. In evaluation process needs to use certain indicators, indicators referred to in the form of variables that can be used to measure Ahan. Besides indicators are also used criteria is a standard for measuring the action action, when no indicators or criteria should be submitted questions concerning directly the activities to be evaluated. The evaluation process in question should be used flexibly and must be adapted to the circumstances in which the process will be used. The evaluation process consists of components or steps set goals, topics and targets (objects) that will be evaluated and set methods (means) necessary measurements. Carry out measurements with standard values (criteria) that exist and informing the results of the evaluation, including providing recommendations. Evaluation of the program is a series of activities done on purpose to see the level of success of the program. The program is carefully planned activities. In other words, to evaluate the program means that the activities are intended to know the how high the level of success of planned activities (Suharsimi, 2000) (2). An evaluation of a health program is not only quite done with qualitative methods, but also necessary for qualitative, ie formal interviews, in-depth interviews, observation structured and focus group discussions (Prawitasari, 1998) (10). Performance evaluation is an analysis and an interpretation of the success or failure of performance. Evaluation that is associated with the resources that are below such as human resources,

funding/finance, infrastructure, methods and other things related. The goal is to be known whether the achievement of performance that does not fit (failure) caused by factors that are less supportive or failure of management (BPKP, 2000) (3). Evaluation of service delivery in hospitals is a way to see the appearance of

the hospital in the process of service delivery. All system for evaluating the performance of service delivery at the hospital refers to the system approach, namely:

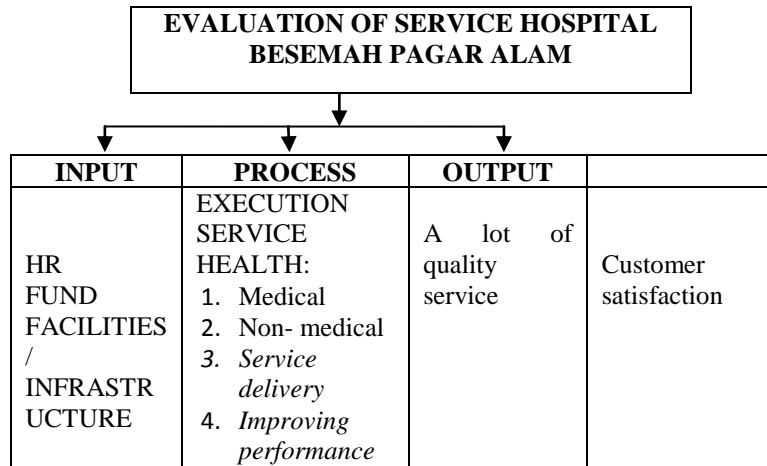


Fig. 1: Evaluation Of Service Hospital Besemah Pagar Alam

Evaluate the process undertaken to assess whether the process of quality improvement will be, carried out systematically, and continuously, whether Comprehensive, whether there are clear indicators, whether the periodic data collection, whether the result is to overcome the existing problems and whether integrated (Kuntjoro, 2000) (7). Accordant by Act No. 25 of 2009 (15) on Public Service that includes service Public goods and public services as well as administrative services: education, teaching, work and effort, shelter, communication and information, environment, health, guarantees social, energy, banking, transportation, natural resources, tourism. Good health care is a reflection of excellent service. Some definitions of excellent service as proposed by some opinions the following experts: excellent service quality is reflected in: (1). transparency, ie services that are open, easy and accessible to all those in need and provided adequately and easily understood. (2) accountability is services that can be justified in accordance with the law. (3) conditional, namely services in accordance with the conditions and the ability of the giver and the recipient of the service by sticking to the principles of efficiency and effectiveness. (4) partisipatif is services which can encourage community participation with the aspirations, needs and expectations of society. (5). equal rights, that service does not discriminate views of any particular aspect of ethnicity, race, religion, class, social status. (6). the balance of rights and obligations, ie services which consider the aspect of fairness between providers and recipients of public services. (Harbani Pasolong 2007: 133) (9). Quality and service excellence is an appropriate strategy to realize any wishes and expectations. Quality hospital services as social capital to be invested to build a healthy community is needed in the development of

the nation. One of the government's efforts to create a quality service to public service organizations, including the organization of health services in hospitals is to issue regulations and decisions support towards the achievement of the targeted service quality. In accordance with the Decree of the Director General of Health Efforts Depkes. RI. Number: Hk.02.04 / I / 2790/11 (19). The benefits that can be gained degan their service standards are: 1) .to give assurance for the public that they got in the quality of service that can accountable. 2). To provide focused service to customers/ society.3) Being a means of communication between the customer and the service provider in an effort to service increase. 4).Being tools to measure service performance as well as a means of monitoring and evaluating the performance of health service. Service in Hospital consists of: 1) Medical services, the services provided by professional medical personnel in the field both general practitioners and doctors specialists, nursing services, ie services which are not medical procedures on patients, but is nursing actions performed by nurses according to the rules of nursing, and 2) the medical support services are support services provided to the patient, such as nutrition services, laboratory, pharmacy, rehabilitation medical, and others. 3) non-medical services, namely administrative and financial services and supplies (logistics) .Home Pain is one of the agencies that carry out public services, as institutions that provide public services in the areas of services such as medical services that provide health services to patients in the form of promotion, prevention, curative and rehabilitative services in order to improve the health status for the community. Problems faced by the society have as a result of non-fulfillment of the expectations of the customers, such as requirements and cost certainty, and a health

service that is not clear, comfortable environment and service procedures are still low and the performance of personnel in providing care for patients at the General Hospital of Besemah Pagar Alam is still lacking. Efforts to achieve quality health care still receive public complaints, particularly concerning services provided by medical personnel at the General Hospital of Pagar Alam Besemah still be found. Abovementioned phenomena should be recognized not as expected as the Minister of State Apparatus Empowerment No. 26 of 2004 (17), arranged on Technical Guidelines for the Implementation of Transparency and Accountability in the Public Service. Chapter 11, item 9 KEP / 26 / M.PAN / 2004 mentioned about the necessity of any organization of government services have service standards. The preparation of these standards are intended to ensure the quality of care received by the community organization of government services, both concerning the timeliness of service, which includes waiting time and processing time, the accuracy of the service, which includes error-free, courtesy and hospitality in providing services, the ease of getting service, convenience in obtaining services and other services supporting attributes.

2. METHOD AND ANALYSIS

This study used a qualitative method with case study approach, is used to investigate carefully a situation objectively about Quality Health Care at the Regional General Hospital Besemah Pagar Alam. According to Creswell (2010: 4) (4). Qualitative research is methods to understand the meaning that by the number of individuals or groups of people considered to be derived from social or humanitarian issues. Consideration using qualitative research methods for the study to reveal comprehensively on a fairly complex problem related to the quality of health care in hospitals Besemah Pagaralam. While of City, the method of analysis used is descriptive method is to find facts with accurate interpretation of the nature of some the phenomenon of groups or individuals that resulted from the discovery of the purpose of clarification on a number of phenomena or social reality. It is appropriate that delivered by Koentjaraningrat (1988: 29) (5) which says that the purpose of the descriptive method is to give an idea precisely know the properties of an individual, state, or frequency of symptoms of a particular relationship between a symptom with other symptoms in the community, According Moleong (1997: 3) (6) qualitative research methods as a research procedure that produces descriptive data in the form of written or spoken words of people and behaviors that can be observed. According to research problems and objectives that have been established then the unit of analysis of this research is the clerk who provide health care in hospitals Pagar Alam, namely medical care, non-medical in hospitals Pagar Alam. To obtain data and information, the researchers needed an informant. Determination of the informants in this study are based on the parties who control the

problem, have the data, and willing to provide the data, as it also is based on objective criteria and benefits such as: patient, structural and functional officers in hospitals Besemah Pagar Alam. Tehnic data collection in this study performed by field observation, interviewing the parties related to hospital services. Then, observations and interviews were processed back through benchmarking activities in the relevant literature in the process of documentation. The data used consist of primary data is the data obtained through interviews and observations, while secondary data is written data obtained from a variety of documents, archives, relating to services in RSUD. Instrumen for this study is the researchers themselves who use the guidance documentation, observation, in-depth interviews, the primary document used in qualitative research is the researcher himself. The EQUIP Guide (1998) (1), is a model developed by the Australian Council on Health Care Standards (Achs) to help and guide a service organization in preparing for accreditation. Corporate EQUIP program provides a framework that is sure to set and maintain the quality of customer service and improve the performance of the organization or company. Besides, The EQUIP Corporate Guide also describes the self-assessment and continuous improvement for a service organization. The process is required is to see how the quality of service increases. To measure the quality of services / public services, especially health services, using the dimensions of service quality from Parasuraman, et al., All. by looking at two dimensions of service quality are tangibles and responsiveness. Tangibles / tangible objects / real feel that is: the performance of the employee or employees. The look and comfort facilities service infrastructure as well as display equipment or supplies that support the service. Responsiveness / responsiveness / sensitivity is awareness or a desire to help customers and provide prompt service or responsiveness, Effective and efficient. While the system is to compare the EQUIP Assessment standard of health services in hospitals Besemah city of Pagar Alam who rated seen from the level of achievement whether little, moderate, good, or better. Equip the model that most closely in research evaluation in hospitals Besemah Pagar Alam city of South Sumatra Province. Rating Equip: If the criteria assessed achievement less then the rating Little Achievement (LA). If the criteria were assessed attainment Some few then obtain rating Achievement (SA) .Apabila criteria assessed achievement is good enough then obtain a Moderate rating Achievement If the criteria assessed its achievements better then obtain a rating Achievement (EA). If the criteria were rated gain excellent achievement rating Outstanding Achievement (OA). If the criteria can not then obtain a rating Not Applicable (NA). Based of theoretical basis - the theory conceptualized that the services at the General Hospital of Pagar Alam Besemah organized in order to improve the quality of service to masyarakat. Kualitas Health Care in hospitals Besemah Pagar Alam according to the dimensions of service

quality are tangibles, responsiveness, in accordance with the standards of home care sakit. Analysis data and information used in this research is qualitative descriptive analysis. Validity of the data in this study using triangulation.

3. RESULTS AND DISCUSSION

Regional General Hospital Besemah Pagar Alam seen from the dimensions tangibles is location Besemah Pagar Alam City Hospital around 500 m from the main highway capital city of Pagar Alam, and easily accessible by the public to use public transportation, building facilities Besemah Pagar Alam hospitals spacious enough and it looks attractive and comfortable. Responsiveness dimension in health services provided by the hospital, including medical and non-medical personnel to complaints of patients or relatives of patients, and responsiveness in resolving any problems faced by patients in hospitals and aspects of service delivery and their behavior is good enough. Equip Model of Achs used to measure of the level of achievement of the quality of health care in hospitals Besemah Pagar Alam. Service Delivery (Operation Services) to Marketing, needs analysis and planning of development partnership and respond to the needs and expectations of customers Regional General Hospital Besemah Pagar Nature. Hospital Besemah Pagar Alam has established that customers were patients from the village, district in the city of Pagar Alam, Lahat and Empat Lawang and health institutions, both private and governmental. In identifying and meeting customer expectations Besemah Pagar Alam Hospital in cooperation with several universities to improve health care in hospitals. To resolve the conflict between the needs of patients and service delivery quality has not held a working group. The impetus for innovation continuously performed either by hospital administrators and officers in the house sakit. Akses Service Delivery. Several functions have been devolved services such as medical care and non-medical services or medical support. Types of products and services has not been formulated in strategic planning as well as planning perasional, but not include in detail the characteristics of the products or services provided. Monitoring to know the expectations and needs of customers new hospital partly dilakukan. Upaya product marketing services in hospitals to Customer / patient has not done optimally through leaflets, brochures about the types of services offered to patients. Information on the type and availability of resources has been done, but not optimal so that an understanding of staff about the type of service and the availability of human resources is still lacking. Not all service units have clear procedures that facilitate a customer requests are handled correctly, especially with medical services and medical support services at hospital. Needs of each health care unit in the hospital has not received a response quickly and accurately from the hospital management, Technology systems that support in response to external and internal customers hospitals

have not been well defined, communication and information strategy is not maximized. Availability of staff / healthcare workers at those hours of service, are generally well served by appropriate work units, service outside working hours is well managed in order to improve the quality of care in hospitals. Working procedures between work units in dealing with complaints from customers are very helpful in improving health services to pasien. Evaluation performance in improving the quality of health care to patients in hospitals Besemah Pagar Alam needs to be done on an ongoing basis. Indicators and performance assessment of each unit of service is very important to be developed. Improving Performance. That relating to the responsibilities in the development and enhancement of cultural and organizational planning purposes such as hospital services need sustainable improvements. Plan of quality health services is being drafted with work programs. Commitment to quality health care in hospitals was developed through meetings with extracting value oriented customers and increase the number of medical personnel and hospital health infrastructure in accordance with the vision, mission hospitals Besemah Pagar Alam. The importance of the hospitals Besemah Pagar Alam perform benchmarking with other hospitals to share experiences in health care. The importance of evaluating health care program aims to find out how high the level of success of planned activities. Thus, it is necessary to find a solution in order to improve the quality of health services at the hospital through a variety of policies that kongkret. First, necessary additions and improvement of Human Resources for Health (doctors Specialist) in hospitals Besemah Pagar Alam by recruiting from the centers and provides duty learning to a higher level in accordance with the areas of expertise. With the capabilities gained from specialization, it will manifest a quality service. Secondly, the City of Pagar Alam can provide financial support for financing and fulfillment infrastructures facilities at the General Hospital of Besemah in order to improve the status of the class Hospital. Third, there is a commitment between the community health workers in the public service in the field of public health, supported by adequate health facilities, so the government is able to guarantee its citizens to obtain equal access to public service in the field of health. Fourth, increased assurance of health services implemented through the application of the Standard Operating Procedure (SOP) that has been set, and improve the knowledge, attitudes and skills for health workers through education and training programs, both in technical and in the field of health services management in order to improve the quality of public services in the field of health. Empirically that the success of public organizations in improving the quality of health services depend on the program to improve health care in hospitals in implementing its vision supported by government policies. Factors that play a role in the process of health care in hospitals is a policy, human resources, health funds, materials or medicines, health equipment, standard operating

procedures (SOP, and conducive working environment that is supported by the commitment of health workers and the public in the administration of health services will have an impact on improving the quality of health services in accordance with the dimensions of tangibles, responsiveness and standards of hospital services.

4. CONCLUSIONS

Based on the results of the discussion of the research, it can be concluded that the quality of care in hospitals Besemah Pagar Alam is part of the public service in the city of Pagar Alam South Sumatra Province with regard to the dimension and the dimension of responsiveness tangibles less pretty. Because: first, the dimensions tangibles where Pagar Alam city Besemah hospitals understaffed, infrastructure, operational funds. In the form of government policy Pagar Alam to facilitate health infrastructure in accordance with the standard of hospital services, so that health care quality in the hospital. Dimensional responsiveness of health services provided by the hospital, including medical and non-medical personnel to complaints of patients and families of patients is quite responsive. In line with the above conclusions, it is recommended that some of the following: public services, especially health as part of the science of public administration rightly treated as a concept of public service performance is planned, comprehensive, and integrated. By applying the Hospital Accreditation Standards as a reference to improve the quality of various aspects of health care, including health personnel quality, the quality of health infrastructure. Hospital Besemah Pagar Alam, health workers need to be improved its professionalism by improving the competence and the addition of specialist physicians, and other health professionals as well as the need to complete the facilities (infrastructure) medical and medical support to support the purposes of the health service in order to realize the reliability, responsiveness. Need to increase community participation in improving the quality of health services, in order to achieve the vision and mission of the hospital as well as the policies and programs of the Regional Hospital featured services Besemah Pagar Alam South Sumatra Province. There needs to be a commitment by community health workers in the form of community empowerment to improve health services.

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