

# THE QUALITY OF ADMINISTRATIVE SERVICES IN INSTITUTE OF HEALTH SCIENCE, BINA MANDIRI GORONTALO

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## ABSTRACT

This research aims to know the quality of administrative services and inhibiting factors services in the Institute of Health Science, Bina Mandiri Gorontalo.

Data were analyzed with descriptive qualitative, the data were obtained through field observation, interview, and documentation. While stage presentation of data with the data analysis, data reduction, and conclusions.

The result of the research shows that Service Quality in the Institute of Health Science (STIKES ) Bina Mandiri Gorontalo, already well underway even meet the expectations of students and inhibiting factors services in Institute of Health Science, Bina Mandiri Gorontalo such as facilities and others while restyled. Suggested, that: 1) To better service and enhanced in terms of providing services to students, 2) Addition of human resources who has the capacity and competence in their respective fields, 3) find the solutions on how to be able to provide a comfortable waiting room and peaceful for students, 4) STIKES Bina Mandiri Gorontalo is expected to provide a safe parking place for vehicles, 5) For the development of the institution implemented gradually and continuously.

**Keywords:** Quality, Service

## INTRODUCTION

Higher Education as a provider of educational services cannot be separated in maintaining the quality of services provided to students as consumers. Service quality and customer satisfaction are important because consumers' assessment of service purchases is a construct that determines the possibility of repeat purchases from consumers and will ultimately affect the success of a company. In the globalization era, the concept of public ethics is viewed from the aspect of objectives, therefore, quality and relevant public services are the main emphases to achieve general welfare (Ramli Muhamad: 2014).

Competitiveness can only be achieved if the tertiary institution carries out its role which is essentially dedicated to (1)

dominate, utilize, disseminate, transform and develop science, technology, and art (IPTEKS), (2) studying, clarifying, and preserving culture, and (3) improve the quality of community life. Therefore, Higher Education as an Educational Institution is supposed to carry out the function of the three pillars of higher education namely education, research, and community services, as well as managing science and technology. To sustain that dedication and function, higher education must be able to organize themselves to improve and guarantee quality continuously, both input, process, and output of various programs and services provided to the community (National Accreditation Body for Higher Education, 2011). The function of the existence of higher education institutions above, it can be

concluded that higher education must always improve their quality over time to produce superior human resources. Moreover, in the globalization era, which is marked by increasingly intense competition in all fields, educational institutions are required to be able to compete to maintain their existence.

All of these goals will be accumulated through the learning process. The output is the ability of students who are reflected in their learning achievement. This learning achievement is influenced by external and internal factors. One of the external factors is the quality of Administration services with their dimensions are tangible, reliability, responsiveness, assurance, and empathy [8]. Studies about the quality of administrative services are also of growing importance because as a service provider, of course, there is nothing wrong with the quality issue being juxtaposed with Higher Education.

STIKES Bina Mandiri Gorontalo Institution as one of the private universities that located in the city of Gorontalo, who got operational license based on Decree of the Minister of Education and Culture No. 86/E/0/2014 under the auspices of the Bina Mandiri Gorontalo Foundation. Which since its inception (7 May 2014) currently managing three study programs are D3 Health Analysis, S1 Pharmacy, S1 Nutrition.

The first batch of STIKES Bina Mandiri Gorontalo were 62 people and the second batch were 73 people, the third batch was 55 people, So the total number of the entire batch is 190 people who are active with 3 study programs are D3 Health Analysis totaling 130 people, S1 Pharmacy totaling 34 people, and S1 Nutrition totaling 46 people. STIKES Bina Mandiri itself always instills to every employee in the Administration division to provide fast service, friendly, and responsive to every student. This is based on the Administra

tive functions in lecture activities are very vital.

Public Services are all service activities carried out by public service providers as an effort to meet public needs and implementation statutory provisions. The form of education service is a form of investment in human resources, the future of a nation will be largely determined by how much attention the government has on the education of its people.

#### **LITERATURE STUDY**

Wijayanto June 2009, Quality of Public Services in the Constitutional Court. The problem examined in this study is to explain how the public's perception of service quality at the Constitutional Court in terms of these five dimensions. If the quality of service exceeds what is expected by the community, then the quality of service is called good, and if less than expected, hence the research is not good. Based on the results of analysis and discussion that refers to the concept, the resulting service quality is the assessment of more than half of service recipients at the Constitutional Court, assessing that the five dimensions of service quality in the Treatise Service Section and Decisions of the Constitutional Court are good.

Wahyu Kuncoro Diponegoro University, Semarang 2006. Study of Public Service Evaluation and Service Quality at Dr. Soetomo Hospital. The results of the study revealed that the Regional Regulation (Perda) on Public Service was translated through the Excellent Service Program as a form of service to customers more than they expect when they need it the way they want it. However, the follow-up synchronization in the field encountered problems in terms of funding, limited human resources, and employee welfare. The implementation of the Regional Regulation (Perda) on Public Services greatly affects the quality of public services. The new paradigm of service excellent positions the

customer/patient as a priority in obtaining service and its impact can be felt among customers [18].

Riwan Novandy University of North Sumatera, Medan 2009. Analysis of Public Perceptions of the Quality of Public Services in the community Administration and People's Welfare Section, Government of Simalungun Regency. Public Perception, Quality, and Public Service Factors. From the results of the analysis, it is known that the perceptions of the public who use public services in the Social Administration and People's Welfare Section of the Simalungun Regency Government stated that the organizer of management public services is a way to serve the public following the rules that have been determined in the institution concerned [11].

Gebby Jeanet Gidion 2013, Quality of Public Services in Malinau District, Malinau City, East Kalimantan Province. Based on the result of the research, it can be concluded that generally the quality of public services in Malinau District has not been implemented properly. This can be seen from the five dimensions of service quality namely Tangibles, Reliability, Responsiveness, Assurance dan Empathy [6].

Public administration is a process by which public resources and Public personnel are organized and coordinated formulating, implementing, and managing decisions in public policies [5]. The dimensions of Administrative elements are:

1. Some goals or objectives were determined before carrying out the work,
2. There is good cooperation with a group or government agencies or private institutions.

Public Service Management is a way to serve the public following the rules that have been determined by the institution

concerned. Public service management about the following aspects:

1. Increasing the effectiveness of service organizing.
2. Development of service procedures that are easy, fast, and transparent.
3. Improve the quality and capability of service provider personnel.
4. Supporting policy development.

Public service administration is to increase the efficiency and effectiveness of the system, work processes, and procedures that are effective, efficient, and measurable in each Institution and government.

The purpose of public services in article 3 of Law no. 25 of 2009 about public service is [17]:

1. The realization of clear boundaries and relationships regarding rights, Responsibilities obligations, and authorities of all parties related to public service providers.
2. The realization of a proper public service delivery system following the general principles of the Government and good corporations.
3. The fulfillment of public service providers by statutory regulations.
4. The realization of protection and legal certainty for the community in administering public services

### **Quality of Public Services**

Quality is (1) Compliance with requirements, (2) suitability demands, (3) Sustainability improvement or enhancement, (4) free from damage, (5) fulfillment the customer needs from the very beginning and every time, (6) doing something right from the start, (7) Something that can make customers happy.

The quality of Administrative Services in Higher Education is very important because administrative services are a function that is directly related to service recipients (students). Administrative Services in Higher Education may include the student registration process, taking the

Study Plan Card (KRS), determination of class schedules, payment of tuition fees, etc.

The purpose of Public Service is satisfactorily reflected from [13]:

1. Transparency: the service that is completely open, easily accessible to all parties who need them, and are provided adequately and easily understood.
2. Accountability: the service that can be accounted for according to the provisions of the legislation.
3. Conditional: the services that are following the conditions and capabilities of service providers and recipients by adhering to the principles of efficiency and effectiveness.
4. Participative: the services that can encourage community participation by paying attention to the aspirations, needs, and expectations of the community.
5. Equal rights: the services that do not discriminate are seen by any aspect, especially ethnicity, race, religion, and social status.
6. Balancing rights and obligations: the services that consider aspects of justice between providers and recipients of public services.

### **Human Resources Management**

Human Resources are the spearhead of an organization and the success and quality of human resources will determine a particular organization will develop and be able to compete in the era of globalization. The requirement that all organizations universally need is quality resources, among others:

1. Physical quality, the success of an organization is achieved when the human resources who occupy the main positions as decision-makers and executors have prime physical qualities: have physical health, the ability to utilize or function the bodily tools that are bestowed by God Almighty to humans.

2. Social psychological qualities: constantly striving to increase the breadth and depth of knowledge, both general and specific in the fields that are practiced at work.

3. Moral and spiritual qualities: qualified human beings who have a high commitment to noble values in life, both as individuals and as members of society.

Competency-based HR development is carried out to provide results following the goals and objectives of the organization with predetermined performance standards. The competencies possessed by an individual employee must be able to support the implementation of the organization's vision and mission through the performance of the employees themselves.

### **Education and Training**

Education and training are activities carried out by agencies to improve the quality development of attitudes, behaviour skills, and knowledge of employees under the needs of an organization.

The skills a person achieves can be seen from the education and training he has attended [7]. The skills that are owned are a representation of the training which is useful in increasing the potential of their skills.

Education and training (Diklat) training is the process of changing the behaviour of human resources both attitudes, abilities, expertise, and knowledge in a direction to improve short-term oriented operational objectives to solve current problems and long-term preparation for facing challenges in the future [12].

Education and training objectives widely consist of 5 parts, among others:

1. Updating Human Resources in line with technological changes.

2. Reducing the time studying new Human Resources to become competent in the job.
3. Help solve operational problems.
4. Preparing Human Resources for promotion.
5. Orienting Human Resources towards the organization

The benefits of education and training according to Simamora (2001) are as follows [12]:

1. Increase competence in quantity and quality.
2. To improve work development, if the education and training are by the level of need in the organization, harmonious work will be created with high enthusiasm.
3. Increasing supervision, with increasingly human resources ability, so reducing the burden on supervisors to always guide in handling their human resources.
4. Increase the stability and flexibility of human resources.
5. Developing personal growth in human resources to fulfill the needs of the organization as a government institution as well as personal growth in human resources.

## RESEARCH METHODOLOGY

This research was conducted at STIKES Bina Mandiri Gorontalo for 3 months from August to October 2017. This research is focused to determine the quality of administrative services at the STIKES Bina Mandiri Gorontalo with the following sub-focus: Tangibles, Reliability, Responsiveness, Assurance dan Empathy.

Sources of data obtained through secondary data and primary data. Secondary data were obtained through tracing documents related to the Quality of Administrative Services at STIKES Bina Mandiri Gorontalo, meanwhile, primary data were obtained through observation, interviews, and documentation, by using qualitative research methods. According to Miles and

Huberman, there are 3 qualitative data analysis techniques including data reduction which is one of the qualitative data analysis techniques. Data reduction is a form of analysis that sharpens, classifies, removes unnecessary, and organizes data in such a way that conclusions can be drawn.

## RESULT AND DISCUSSION

Quality of service at STIKES Bina Mandiri Gorontalo, so far, there are still obstacles, namely the lack of human resources, especially in the administration services, unavailability of facilities and infrastructure, including waiting rooms, and parking area because these parking area and waiting rooms are closely related to the needs of students in their daily activity in the campus. Lack of Human Resources will effect in obstruction of service to students because Human Resources determine the success of the service.

Improving the quality of public services can be started from the way leaders of public institutions can carry out the mission and leadership models that support the realization of quality services [10]. Institutional leaders have a big share in the creation of a new work culture that is more in line with public demand. The new work culture is intended to empower staff, creating a shorter power distance so that the leadership's vision is more easily translated by staff. The empowerment of staff is the first step in efforts to realize quality public services.

Improvements in public services are expected to improve the image of a university in the view of society because in the quality of public services the better the satisfaction and trust of students and society can be built to provide an image for the college. The better the competence of Human Resources, the more satisfying work results are and provide assurance of work quality.

1. Based on the research results, namely The quality of administrative services at

- STIKES Bina Mandiri Gorontalo is good and has fulfilled the expectations of students even with the limitations of human resources, but the quality of service is still carried out well because of the motivation and support from the Head of STIKES to be able to provide services with all heart and love.
2. Facilities and infrastructure, namely the waiting room, although STIKES Bina Mandiri Gorontalo has a waiting room it has not been able to fulfill the needs of public service recipients because the waiting room is used by 3 institutions so it cannot yet provide a very adequate waiting room so that it can accommodate all institutions
  3. Facilities and infrastructure are the parking area. Parking space is a facility needed to store or park vehicles. This parking space facility is one of the facilities that must be provided by Higher Education to ensure the creation of certainty for activities that exist within the organization. At STIKES Bina Mandiri Gorontalo, parking space is still limited and cannot accommodate the vehicles of students, lecturers, stakeholders, and the community who visit the Bina Mandiri Gorontalo Foundation and it has even disrupted traffic on the highway because the car was parked on the shoulder of the road.
  4. The ability and competence of staff where the ability and competence of staff at STIKES Bina Mandiri Gorontalo are still lacking because there are still some who cannot use the computer properly, moreover, the administrative staff is only 2 people so they cannot maximize service properly, and some are not linear in education so that services to students regarding health science are still limited.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

From the results of the research above, it can be concluded that:

1. Administrative services at STIKES Bina Mandiri Gorontalo have been running well but there are still shortcomings where the Human Resources Administration services division has not been able to provide maximum service due to the limited human resources.
2. The facilities and infrastructure already exist to support learning but the problem is the inadequate waiting room for students
3. Other facilities and infrastructure are parking areas, where this parking space is very limited because vehicles from students and lecturers cannot be parked inside the Foundation's yard.

### Suggestion

Based on the conclusions above, the following things can be suggested, are:

1. For better service and can provide satisfaction for service recipients, especially students because students are the capital for the college, it is advisable to add Human Resources, especially those in the Administrative Services section.
2. Higher education institutions should immediately find solutions on how to be able to provide a comfortable and peaceful waiting room for service recipients, especially students and lecturers.
3. It is hoped that the STIKES Bina Mandiri Gorontalo will immediately provide a safe parking space for vehicles so that they do not disturb traffic on the shoulder of the road.

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