



HANDLING PATIENT COMPLAINTS IN HEALTH SERVICES AT INSTALLATIONS OF MAKASSAR CITY REGIONAL HOSPITAL

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ABSTRACT

Background: Complaint handling is something that will be carry out by the company when there are complaints from the customers who are satisfied with the service providers or after service failures. Good complaint management as a strategy to improve service and maintain good relationships with customers.

Objective: This study aims to discover the process of implementation, supporting factors and inhibiting factors of handling complaints in health services at the Inpatient Installation of the Makassar City General Hospital.

Method: This study used a qualitative approach method that aims to find out more about the Overview of Patient Complaints Handling in Health Services at the Inpatient Installation of the Makassar City General Hospital in 2021. It was conducted through in-depth interview and observation techniques to informants consisting of the Head of Public Relations, Nurses and Patients.

Result: The results showed that the complaint handling process at the Makassar City Hospital was quite good, This was seen from the facilities and infrastructure provided as well as in following up on every incoming complaint. The supporting factor is the existence of SOP, complaint facilities and follow-up, while the inhibiting factor is the number of employees in the field of complaints is still lacking.

Suggestion: It is necessary to hold special training for officers in handling complaints so that in the service of patient complaints they can help improve the service quality of Makassar City Hospital.

INTRODUCTION

Health services are the main and basic thing for everyone. So that each hospital has a responsibility to provide health services in accordance with the needs of the community. Service can be said to be of high quality if it meets the five dimensions. Physical evidence is a tangible thing provided by the hospital by its patients, reliability is the hospital's ability to provide the promised service, responsiveness is the ability to help serve patients well, guarantee is the patient's trust in the services they receive until they are free from doubt. Empathy is a sense of giving personal attention to patients (Wiguna, 2017).

The emergence of complaints from patients or patients' families about health services is a form of public disclosure contained in the Indonesian Law Number 14 of 2008 concerning the disclosure of public information and the Ministerial Decree of the Minister of Administrative Reform Number 63/MR. Pan/7/2003 concerning General Guidelines for the implementation of public services which reads that the public as supervisors of public implementation has the right to report or complain about irregularities and weaknesses in the implementation of public services.

Patients who are satisfied with the services provided by a hospital will continue to use these service products and will provide references to people they know. But it will be a threat if patients are not satisfied with the services provided by the hospital because they

will convey the bad experience they received to 10-20 other people, or even some are silent and immediately switch to another hospital. there are customers who complain, this is a good momentum because it provides an opportunity for organizations to carry out *service recovery*.

Complaint handling is something that the Company will do when there are complaints from customers who are satisfied with the service providers or after service failures. Good complaint management as a strategy to improve service and maintain good relationships with customers. Effective complaint manipulation affects not only customers, but will have a major influence on organizations to improve service quality, including cost savings. The economy in question is the organization's operational costs to solve problems such as errors, avoidable complaints, neglect, ineffective systems and poorly trained workers (R Nona Millan et al 2019).

Complaints are a problem in all countries which can be seen from the increase in patient complaints in the world, at the *National Health Service (NHS)* in the United Kingdom (UK) in 2015-2016 there were 198,739 complaints and increased in the following year by 4.9% to 208,415 complaints. . In 2017-2018 (HCHS) the total number of written complaints reports was 113,989. The largest proportion is associated with inpatient services, which is 32.7%, this figure shows an increase from the previous

year which was 31.3% and complaints also increased in the category of clinical treatment, behavior of medical personnel in providing services and communication in services. At Gloucestershire Hospitals 1031 complaints were received in 2017-2018 and an increase of 13% from the previous year, which was 913 complaints.

There are still many patient complaints that occur in Indonesia, such as at Dr. Iskak Tulungagung Hospital in 2011 there were 399 complaints, but not all complaints were confirmed by the hospital. Complaint cases are also found in Masohi Hospital, where nurses do not supervise the inpatient medication schedule for inpatients. Cases of other complaints such as the case of the accuracy of the service schedule at Dr M Djamil Hospital where the officer has not been committed to implementing the service according to a predetermined schedule because the doctor doesn't come on time and wants to see the same doctor every time he visits.

Research that has been conducted in several hospitals in Indonesia found that the causes of complaints that have an impact on patient satisfaction are long waiting times (Dewi et al), doctors don't come on time (Hastuti et al et al), incomplete facilities (Al-Hamzani et al), hospitality lack of medical personnel (Al-Hamzani et al et al). The impact of patient complaints makes hospital managers have to be careful in providing

services (Nugroho et al) including in handling customer complaints (Afidah, 2013).

Based on the description of the background above, the researcher is very interested in researching the analysis Handling of Patient Complaints in Health Services at the Inpatient Installation of the Makassar City General Hospital in 2021.

METHODS

This type of research is a quantitative study with a *cross sectional design*, namely the researcher makes observations or measurements on the dependent and independent variables which are assessed one time (Silalahi & Atif, 2015). Using a correlation approach, namely knowing the relationship between two variables (Nursalam, 2015). This study was conducted to determine the effect of food intake on the incidence of Diabetes Mellitus.

Researchers used a qualitative approach. A qualitative approach is used because the problems that arise in complaint management place more emphasis on the process. As stated by Denzin and Lincoln (2009), qualitative research implies more emphasis on process and meaning. This study uses a phenomenological design where in-depth interviews are conducted to obtain information related to implementation, supporting factors, and obstacles to handling complaints. This research was conducted in the province of South Sulawesi, Makassar City to be precise, namely, Makassar City

Hospital. Informants in this study were the Head of Public Relations, nurses, and patients.

1. Process

a. Understanding and Listening

Based on the results of interviews, it is known that every complaint submitted by a patient or customer through the suggestion box, sms or directly to the officer, the complaint will be immediately responded to by the officer by listening and taking notes and then following up.

b. Clarification Process and Perception Equation

Based on the results of interviews, it is known that patients who complain are usually listened to and recorded what their complaints are, then the officers contact the related units whether there are complaints, then clarification is made to the patients according to their complaints.

c. Explanation and Apology

Based on the results of the interview, it was found that the officer went directly to the patient and clarified according to the report after that, he apologized if the service was not as expected.

d. Solutions and Taking Action

Based on the results of the interview, it is known that every complaint that comes in will be reported to the related units then it will be seen whether the complaint needs to be followed up immediately because every complaint

requires a process or steps to be followed up.

e. Follow Up

Based on the results of the interview, it is known that not all complaints that come in are not immediately followed up but need a process but if the complaints that come in at that time can also be resolved, the officer will immediately follow up.

2. Supporting Factors

a. SOP for Submitting Patient Complaints

Based on the results of interviews, it is known that the Makassar City General Hospital provides channels such as a complaint room, suggestion box, or via online media such as via SMS or telephone, this can be used by patients or service users if they want to report on dissatisfaction with the service received.

b. Ease of Accessing Patient Complaints

Based on the results of interviews with patients, it is known that patients can directly write complaints through the suggestion box and contact via telephone number, and those complaints that are complained of by patients are immediately responded to and served.

c. Staff Understanding in Following Up on Patient Complaints

The understanding of staff in following up is known that the understanding of the staff at the Makassar City Hospital is good because every complaint that comes in by the staff or this officer already understands how to follow up every complaint that comes in.

3. Inhibiting Factors

a. The Availability of Complaints Management Budget

Based on the results of the interview, it was found that there was no special budget for the management of complaints in the special room for patient complaints, while other informants stated that the budget already existed, only complaints or direct reports were allocated according to what the complaint was.

b. Availability of Human Resources in Handling Complaints

Based on the results of interviews, it is known that HR personnel are available and all officers can receive incoming reports while in the PR department itself there is 1 special staff to receive complaints reports.

c. Supporting Facilities Related to the Submission of Complaints by Patients

Based on the results of interviews, it is known that the Makassar City Hospital has prepared complaints facilities for

patients or the public in the form of a complaint room, suggestion box.

CONCLUSION

a. Process

- 1) The process of handling patient complaints carried out by the Makassar City Hospital Inpatient Installation, which starts with the process of listening, understanding, taking notes, clarification and equations of perception, apology and explanation, solutions and *action* and *follow up*.
- 2) The complaint handling process at the Makassar City Hospital Inpatient Installation where the complaining patient can use 2 ways, either directly or indirectly.
- 3) Patients who complain can go directly to the complaint room, or through the suggestion box, via SMS, WhatsApp, or direct telephone.
- 4) Every complaint submitted is immediately responded to by the officer and followed up.
- 5) In the complaint handling process, namely the *Follow Up*, that every complaint that comes in is not immediately followed up, complaints that are categorized as requiring a large budget to be resolved require a process to be followed up.

b. Supporting Factors

- 1) Complaints Submission at the Makassar City Regional General

Hospital where patients can complain directly or indirectly, Makassar City Hospital provides channels such as a complaint room, suggestion box, or via online media such as via sms or telephone, this is very easy patient to submit a complaint.

- 2) The understanding of officers in following up on complaints at the Makassar City Hospital is good, where every complaint that enters the officer understands and understands what will be done.

c. Inhibiting Factors

- 1) In Availability of the budget for the management of complaints at the Makassar City Hospital there is no special budget but all of these are routine activities that are attached to their respective tupoksi or related fields or units.

- 2) Availability of human resources, especially in the complaints section (HUMAS), there is only 1 employee.

SUGGESTION

1. Increase the number of employees, namely employees who work directly in the Public Complaints Unit (HUMAS) room at the Makassar City Hospital.
2. Necessary to hold special training for officers in handling complaints so that they can service patient complaints so that they can help improve the service quality of Makassar City Hospital.
3. Utilize it in every corner of the service in the Hospital and deliver announcements in advance if there are customer services that are in repair condition or cannot be used.
4. Maximizing the complaint complaint service through existing electronic and social media media.

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