

TOWARDS OPEN GOVERNMENT

“Finding the **WHOLE** **GOVERNMENT** approach”

Surabaya, 8-9 September
PROCEEDING
IAPA International
Conference

EDITORS: NANANG HARYONO, AGIE NUGROHO SOEGIONO,
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APPROACH

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Remarks from the Dean

Dear IAPA Conference 2017 delegates,

Thank you for your enthusiastic participation during the Indonesian Association for Public Administration International Conference held in Universitas Airlangga, Surabaya, from 8 to 9 September 2017.

Last year's conference main topic was 'Towards Open Government: Finding the Whole Government Approach'. The topic specifically addressed the urgency of open government which at the moment has received exponential and positive responses from leaders and citizens around the globe. In the forms of organisations, citizen projects, and ICT usage, the movements of open government urge public leaders and other stakeholders to strengthen their commitments in order to promote openness culture between government bodies. By promoting transparency, public involvement, and technology usage, open government initiative seeks to tackle today's governing challenges such as corruption, poverty, inequality, and climate change by opening the doors for non-government actors to get involved, including the academics.

As academics, I believe that the scholars would have crucial role in addressing open government initiatives. Openness culture would ease researchers to gain access to government information, data, and document which stimulate research on public issues which might already illustrate on this proceeding. This proceeding is the collective research made by approximately one hundred participants during the IAPA Conference.

I hope that 63 articles published in this proceeding will provide new insights and debates on open government discussion. Indeed, this has been a great knowledge-sharing experience which hopefully could enhance and contribute to the development of more advanced theories and practices in the future.

Once again, thank you for your valuable contribution.

Yours sincerely,



Dr. Falih Suaedi, Drs. M.Si.
Dean of Faculty of Social and Political Sciences

Welcome

Dear IAPA 2017 participants,

On behalf of IAPA Organising Committee, I would like to give high appreciation to all participants during the IAPA International Conference 2017 at Universitas Airlangga.

As an academic forum, the 2017's IAPA International Conference attempted to facilitate open government champions to unlock their country's potentials through openness and collaboration from multi-stakeholders. The forum had become not only a learning and consulting network but also a platform to collaborate best practices in achieving more inclusive development. I believe, open government principles such transparency, participation, and collaboration could bring greater benefits, especially improving the life of the citizens. Through research and collaboration, academics, especially in the field of public administration, will embrace crucial role in the future.

Receiving approximately 90 distinguished papers from four different countries, the committee has been working hard to compile their insightful ideas into this proceeding. The topics between research papers in this proceeding vary from national to local government initiatives, from government to non-government perspective, from conventional to advanced technology methods.

We wish that this proceeding will contribute in open government dialogues, ideas, and practices that can be a learning experience for its further implementation.

Your sincerely,

A handwritten signature in black ink, appearing to be 'Sulikah Asmorowati', written in a cursive style.

Sulikah Asmorowati, S.Sos., M.DevSt., Ph.D
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Table of Contents

	Cover	i
	Welcome Dean of Faculty of Social and Political Sciences	iv
	Welcome Chairperson of The Conference Committee	v
	Reviewer	viii
	Keynote Speakers	x
	Table of Contents	xii
1	The Political Economy of Open Government	
	Andrew Rosser	1
2	Secrecy, Transparency And Legitimacy in National Security and Domestic Policing	
	Peter Grabosky	8
3	Open Government: Reflections on Country Development	
	Tippawan Lorsuwannarat	22
4	Government-Culture Nexus: Exploring the Efficacy of the Explanatory Value 'of culture' as Causality for Poor Governance and Performance	
	Violeta Schubert	30
5	Lessons Learned in Selecting and Recruiting High Rank Officers in Indonesia	
	Waluyo	43
6	Planning and Development Policy Models by Designs of Region in Border Area (A Study in North Borneo Region)	
	Hery Nariyah, Sri Wulandari	49
7	Actor Analysis in Public Procurement at Bandung City	
	Irham Prima Rinaldi	62
8	Partnership of Implementation Inclusive Education in Surakarta	
	Kristina Setyowati, Azyani Zulfatindayu	72
9	Participatory Rural Appraisal As The Participatory Planning Method Of Development Planning	
	Ahmad Mustanir, Barisan, Hariyanti Hamid	77
10	Public Private Partnership (PPP) Policy in Waste Management at Pekanbaru	
	Alexsander Yandra, Khuriyatul Husna, Sri Roserdevi, Harsini	85
11	The Implementation of Online-Based Employment Service Application System (SAPK) In The Employment Agency of Pekanbaru	
	Wasiah Sufi, Dwi Herlinda, Irawati	93
12	Implementation of UKM Cluster Development Policy in East Java	
	Budi Prasetyo, Rizca Yunike Putri	100
13	Community Empowerment in Implementation of Village Iklim Program in Banten District Regency of Bengkalis	
	Dadang Mashur	108
14	Relationship Interaction Quality with Physical Environment Quality and Outcome Quality in Improving Public Service Based Brady and Cronin Model	
	Dasman Lanin, Aziza Bila	119
15	Leadership Model of Handling Conflict in Central Sulawesi Provice	
	Daswati, Mustainah, Yulizar Pramudika, Tawil	126

16	The Implementation Model of Deliberative Democracy Based Public Sphere in The Child Friendly Integrated Public Sphere (RPTRA) in North Jakarta Dodi Faedlulloh, Retnayu Prasetyani, Indrawati	133
17	Renewable Energy in Riau Islands Faizal Rianto, Diah Siti Utari, Billy Jenawi, Riau Sujarwani	143
18	Dilemma of Local Institutional Reforms after the release of Government Regulation No.18 of 2016 Bintoro Wardiyanto	147
19	Transparency in Policy Process through Public Participation Wisber Wiryanto	160
20	Potential Development of The Community in Development in The Pekanbaru City Zaili Rusli	166
21	Towards Management og Regional Assets the Productive and Professional Zulkarnaini	177
22	Enhacing The Case of Doing Business in Surabaya Through One Stop Shop (OSS) Licensing Service Rindri Andewi Gati, Antun Mardiyanta, Erna Setijaningrum.....	186
23	Bela Nanda As A Form of Innovation of Birth Certificate Service in Klungkung Regency Bali Province: Perspective of Intitution Collaboration Ida Ayu Putu, Sri Widnyani	193
24	Analysis of Gender in Supporting The Development in Karang Anyar Village Jati Agung District South Lampung Ida Farida, Refly Setiawan	198
25	E-Government Innovation In Service Excellence: Implementation Of E-Health In Health Care Indah Prabawati, Meirinawati	205
26	A System Dynamic Conceptual Framework of On-Street Parking Increasement Irwan Soejanto, Intan Berlianty, Yuli Dwi Astanti	214
27	The Transparency of The Policy Ishak Kusnandar	220
28	Analysis of Social Policy: (Case: Post-Flood Reconstruction on 2016 in Bandung District) Irfan Mauludin, Tiesya Anindita, Ramadhan Pancasilawan	226
29	Bureaucratic Reform: The Management of Civil Servants Based on Law No.5 of 2014 about State Civil Apparatus Kristina Setyowati	236
30	Harmonization in Implementation of Cooperation Among Two Local Government in Public Infrastucture Management M. Daimul Abror	242
31	Community Contribution As One Of The Disaster Coueses and Local Alternative Community-Based Solutions to Flash Flood Disaster in Mekarjaya Village, Cikajang Sub-District, Garut Regency Ahmad Buchari, Meilanny Budiarti Santoso	249
32	Public Service Information System of the Office of Kampar Timur Sub-District of Kampar District Sulaiman Zuhdi, Elly Nielwaty, Abdul Mirad	258

33	Positioning Analysis of Indonesia Insurance Industry in ASEAN Economic Society (AEC) Ary Miftakhul Huda, Novella Putri Iriani, Bagoes Rahmat Widiarso	264
34	Performance Evaluation of the Procurement Committee to Achieve Transparency of Government Procurement: Study in UPT Procurement of Goods/ Services in East Java Provincial Government Ardi Kasmono Nur Kholis	275
35	The Planning of Urban Village Area Expantion in Mojokerto City Putu Aditya. F.A , Nanang Haryono.....	285
36	Analysis of Women's Work in Improving Family Revenue in The Coastal Area Pasie Limau Kapas District, Rokan Hilir Regency Mimin Sundari Nasution, Meizy Heriyanto, Lena Farida	293
37	Women Empowerment Based On Fishery Economy in Pujud Sub District of Rokan Hilir Mayarni	300
38	Water Supply Service For Poor Society Indragiri Hulu District By Water Supply and Sanitation With Community Based Program (PAMSIMAS) Dwi Herlinda Irawati	312
39	Performance Evaluation of Tourism Sector Policy In support of Bandung Creative City Thomas Bustomi	318
40	Public service innovation: Acceleration on Outpatient care In Prof. Dr. Margono Soekarjo Purwokerto hospital Hardi Warsono , M. Imanuddin	329
41	Poverty Eradication For Forest Rural Communities (MHD) (A Case Study in Tanjung Medan Village District ofRokan IV Koto Rokan Hulu Regency Riau Province) Aguswan, Nurfeni, Widya Astuty	340
42	Implementation of Program The Village Empowerment in Riau Province Trio Saputra, Bunga Chintia Utami, Sudaryanto	347
43	Care Service For The Elderly Community : Service Quality "Santun Lansia" in the Public Health Center Erna Setijaningrum, Aris Armuninggar, Hario Megatsari	355
44	Development of Corporate Social Responsibility and Community Development Model on Vulnerable Society for Improving Quality of Life Yusuf Ernawanf, Yayan Sakti Suryandaru, Nanang Haryono	360
45	The Influence of Internal Organizational Politic and Job Satisfaction on Health Care Service Quality In Regional Hospital of Padangpanjang City Mela Gusri Rahman, Dasman Lanin, Syamsir, Nailuredha Hermanto	371
46	Service for the Residents of Rental Apartment Rawabebek DKI Jakarta Based on Public Satisfaction Index Retnowati WD Tuti, Mawar	378
47	Capacity Building of Electronic Government in Sragen (The case study of The Capacity Building of electronic government in Sragen Regency and its impact on Decision Process and Public Service Improvement) Muhammad Shobaruddin	385
48	HIPPA as the Organization of Agricultural Irrigation Management in Rural Java: Impact on Farm Sustainability and Development of Rural Community	

	Rustinsyah	411
49	The Use of Information Technology in Improving the Public Service in East Java Yayan Sakti Suryandaru	418
50	Public Sphere on Recess of Members Regional House of Representative Kediri Regency In 2014 Fierda Nurany.....	428
51	The Effect of the Implementation of the Health Policy on the Effectiveness of the Organizations of General Hospital Regions in the Services of Inpatients (Study in RSUD Banjar City and Tasikmalaya Regency) Rustandi.....	434
52	Implementation of Spatial Policy in Managing Green Open Space in the Administration City of North Jakarta Hendra Wijayanto, Ratih Kurnia Hidayati.....	460
53	Electronic Identity Card (E-KTP) Making Service at Dumai City Population and Civil Registration Agency of Riau Province Mashuri.....	469
54	Implementation of Community-Based Risk Reduction Policy (CBDRM) in Central Bengkulu Regency (CBDRM Case Study of Earthquake and Tsunami in Pondok Kelapa and Pekik Nyaring Central Bengkulu Regency) Sri Indarti.....	476
55	Public Participation in Promotion Tourism Bengkulu Province Through Social Media Eha Saleha.....	483
56	Use of Mass Media Supporting Information Dissemination Policy in Central Java Indonesia Galih Wibowo, Kismartini.....	490
57	The Mechanism of Public Complaint Management in Samarinda Samsat Office Bambang Irawan.....	500
58	Bela Beli Kulon Progo: The Role of Regent Leadership in Poverty Reduction at Kulon Progo District Muh Aziz Muslim, Achilles Yuska Wicaksono.....	508
59	Women's Representation in Legislative (A Study Conducted in the Local House of the Representative, Ciamis Regency during Period 2014-2019) Etih Hendriyani.....	518
60	Development of Competency, Job Performance, Commitment and Integrity at Government of Makassar City Lukman Hakim, Nuryanti Mustari.....	530
61	Evaluation of Village Development: Bias of Indeks Desa Membangun (IDM) and Indeks Pembangunan Desa (IPD) Faris Widyatmoko.....	543
62	Good Corporate Governance Perspective in the Provision of Drinking Water in Surabaya Allen Pramata Putra.....	557
63	Design Reality Gap in the Implementation of E-Government (Case Study of <i>Program Penerimaan Peserta Didik Baru</i> (PPDB) Online in Mojokerto) Eka Purnama Nur, Sulikah Asmorowati.....	571

64	Leadership, Participation, Transparency and Accountability in Rural Development Policy in Berumbung Baru Village, Dayun Districts Siak Regency Riau Province Muammar Alkadafi, Rodi Wahyudi.....	583
65	Rural Local Government System in Indonesia: Recent Issue on Making Autonomy Local by Fiscal Decentralization Mochammad Doddy Syahirul Alam, Bhayu Rhama.....	594

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FISIP UNAIR

Care Service for the Elderly Community : Service Quality "Santun Lansia" in the Public Health Center

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Keyword:

elderly, service quality, "Santun Lansia" service, public health center

ABSTRACT

This study aims to determine the "Santun Lansia" service qualities in public health centers. This research begins with the innovation of health services for the elderly people who are named "Santun Lansia" service that is implemented public health center. The "Santun Lansia" service coverage is to provide services to the elderly including promotive, preventive, curative and rehabilitative services . The theory used was the indicator of service quality from Valerie A. Zeithaml, A. Parasuramman, and Leonard L. Berry (1990) consisting of tangible, reliability, responsiveness, assurance, and empathy. The results of this study indicated that in general the quality of "Santun Lansia" service in Sidoarjo health center is good, although there are still some things that need improvement. From tangible aspects, the facility is adequate with the provision of special facilities for elderly people. Reliability, the health service center has implemented all service coverage as promised. Responsiveness, officers have provided more "reactiveness" to elderly patients. Assurance, the ability of officers in providing services is good. And finally empathy, officers have been patient in helping the difficulties of elderly patients.

1. Introduction

One of the impacts of development success in Indonesia is the increasing life expectancy of the population. This causes Indonesia to enter the era of the old structured population (*aging population*). Based on Central Bureau of Statistics (BPS) data in 2014, East Java was ranked third in Indonesia with the proportion of elderly population as much as 10.96%.

An overview of social, economic and health conditions the elderly (hereinafter referred to as elderly) in East Java, quoted from Susenas data of 2014 shows the difference between those living in urban and rural areas. Those living in

urban areas have a more difficult life burden than in rural areas. This can be seen from the length of working hours, type of work, home ownership, economic status, crime victims, the status of household members, health complaints, duration of illness, the frequency of outpatient treatment, and frequent frequency of hospitalization.

Health is a major problem for the elderly. Based on Law No. 36 of 2009 on health, it is mentioned that health efforts for elderly should be aimed to keep their healthiness and productiveness both socially and economically. In addition, the government must ensure the availability of

health services and facilitate elderly to be able to remain independent and have a productive life.

One of the government programs in the effort to provide services to the elderly is the "Santun Lansia". This program is implemented in the public health center (which is called Puskesmas). "Santun Lansia" public health center is a health center that carries out health services to elderly including promotive, preventive, curative, and rehabilitative services.

The forms of politeness performed at the public health center which implements "Santun Lansia" are 1). serving the elderly with a smile, kindness, patience and respect as parents; 2). free outpatient services for elderly (age 60 and above); 3). proactive and responsive to elderly health problems; 4). ease of access for further services. Meanwhile, services that can be provided by public health center which implements "Santun Lansia" are 1). Health services *one stop service* in a separate room; 2) counseling; 3). elderly posyandu; 4). home visit; 5) create certain event like *talk show*, gymnastics competition, healthy way and others.

If we look at the forms of politeness and services that are applied to public health center which implements "Santun Lansia", then normatively, the "Santun Lansia" program is devoted to providing *care service* to the elderly. This study will look at how the quality of "Santun Lansia" services organized by Puskesmas.

Research on the quality of health services has been done before. First, a study entitled "*Service Quality in Health Care Organizations: A Study of Corporate Hospitals in Hyderabad*" by PG Ramanujam loaded on *Journal of Health Management* 2011, Vol 13 No.2 SCOPUS DOI: 10.1177 / 097206341101300204. The results of this study indicate that the service guarantee has been superior. The dimensions of hospital reliability and responsiveness have been satisfactory. However, the dimensions of empathy, responsiveness, and reliability are still not in line with patient expectations.

Second, research titled "Pengaruh Kualitas Pelayanan Puskesmas Santun Lansia Pada Kepuasan Pasien Lanjut Usia di Puskesmas Santun Lanjut Usia Kabupaten Bogor Jawa Barat" by Ambarani published in *IJEMC* 2014 Vol.1 No.1. The results of this study indicate that the quality of care services in health centers in the dimension *servqual* (physical evidence, reliability, responsiveness, assurance, and attention) have been perceived to have good enough implementation, even though the quality of service received has not met expectations. Third, a study entitled "*Service Quality in Health Care Centers: An Empirical Study*" by Sumathi Kumaraswamy which is listed on *International Journal of Business and Social Science* 2012, Vol.3 No.16. The results of this study indicated that the most important factors of service quality in public health center are physician, staff, and operational performance. Fourth, a study entitled "*Assessing healthcare service quality: a comparative study of patient treatment types*" by Don Hee Lee and Kai K.Kim which is listed on *International Journal of Quality Innovation* 2017, Vol 3 No.1. The results showed that the quality of care (type of treatment) affects the health measurement items.

The difference of this study with previous research is this research focus on health service for elderly living in urban area. From the background that has been mentioned previously, it is explained that elderly in urban have burden life more difficult than in rural, especially health problem.

2. Method of the Study

This research used descriptive qualitative method. Data collection was conducted in three ways: interview, secondary data, and observation field. The location of research Sidoarjo Public Health Center as the health center organizer of "Santun Lansia". The informants of this study were the elderly patient at Sidoarjo public health center.

3. Results And Discussion

3.1. Pervice Care Service "Santun Lansia" for the Elderly Community

According to Law No. 13 of 1998 on Elderly Welfare, it is explained that "the elderly is a person who reaches the age of 60 (sixty) years and above. The Ministry of Health of Republic of Indonesia (2006) groups elderly into three, namely: a). Virility (*prasenium*) which is the age of elderly preparation that shows the maturity of the soul (aged 55-59 years); b). Early age (*senescen*) which is a group of age that began to enter early age of elderly (age 60-64 years); and c). Seniors who are at high risk for suffering from degenerative diseases (age > 65 years).

To provide health services for the elderly, the Ministry of Health of the Republic of Indonesia established a program called "Santun Lansia". "Santun Lansia" service is a basic health service at public health center especially for elderly patient including promotive, preventive, curative, and rehabilitative services.

Sidoarjo public health center carries out "Santun Lansia" service by providing special services for elderly patients. One of the reasons for the implementation of pthe "Santun Lansia" service is due to the large number of patient visits elderly every day to public health center. The coverage of "Santun Lansia" service consists of promotive services, preventive, curative, and rehabilitative. Promotive services are implemented through health counseling at *posyandu*. There is also held "healthy music" event, which is a dialogue on health through musical performances. Preventive services are implemented with *check-up* elderly health and elderly gymnastics at *posyandu*. In addition, Sidoarjo Health Center also holds a "Healthy Elderly Gymnastics" which is held every year. Curative service is carried out by providing services in the health service clinic at the public health center. Meanwhile, rehabilitation services are carried out in poly and the provision of "Taman Batu" for foot reflexology massage.

3.2. "Santun Lansia" Service Qualities

Zeithaml, et al (1990) defines the quality of service "Service quality is the extent of discrepancies between customers' expectations and their desires." It means that service quality is the gap / discrepancy between consumer's expectations or desires with consumer's perceptions. Quality of service can be determined by comparing consumer's perceptions as the recipients of services to the services they receive with the services they want. If the service received is more than expected, then the service can be said to be qualified. If the received service is the same as expected, then the service is satisfactory. Whereas if the service is less than expected, then the service is not qualified.

Zeithaml, et al (1990) determine the five dimensions to assess the service quality namely: 1). *Tangibles*: the physical state of service providers such as building facilities, comfort, modern equipment, and officer's appearance; 2). *Reliability*: the ability of service providers to provide their services appropriately as per their service promises; 3). *Responsiveness*: provide prompt and precise service with clear information delivery; 4). *Assurance*: Guarantees and certainty in the service indicated by the competence of the officer; 5). *Emphaty*: giving genuine and individual attention.

The results of the research on the quality of services "Santun Lansia" in Sidoarjo public health center can be described from the following five dimensions:

A. Tangible

Facilities and infrastructure, such as queue number, poly room, and wheelchair, at Sidoarjo public health center for "Santun Lansia" service have been adjusted for elderly patients. There are also facilities such as *safety grip handle* on the wall all the way to the public health center building. In addition, there is a special toilet in the form of toilet seat and *safety grip handle* on the toilet wall. Furthermore, there is also

"Stone Garden" for foot therapy for the elderly.

The elderly patient's expectation of physical facility at public health center is the presence of a special waiting room for them. Although the number of queues and registration booths are reserved for elderly patients, the elderly still feel the need for a special seat for them to feel comfortable.



Figure 2: Toilet for elderly

B. Reliability

"Santun Lansia" program covers services such as promotive, preventive, curative, and rehabilitative. Promotive services are implemented through health counseling at posyandu. Preventive services are also implemented at Elderly Posyandu through activities such as *check-up* of elderly health, supplementary feeding, and exercise of elderly gymnastics. Curative service is in the form of healing services in elderly poly residing in public health center. Meanwhile, rehabilitative services are carried out in the form of consultation services in poly and the provision of "Stone Garden" for the purposes of foot reflection therapy.

The elderly patient's expectation of service coverage is the presence of special services for counseling. Elderly patients come to public health center sometimes because they want to complain and make friends to talk.



Figure 3: "Stone Garden" for elderly

C. Responsiveness

In providing services to the elderly, staffs give quick response when elderly patients need help. The staffs are patiently serving the question of "chatty" elderly or elderly patients who are often "confused" at the public health center. The staffs always inform elderly patients about the stages that must be taken to seek treatment at public health center. Starting from the queue numbering, registration counter, waiting room, checking poly, medicine taking, or laboratory check have all been well explained. Even elderly patients are also reminded to always take medicine and scheduled back to the public health center. The elderly patient's expectation is that there is a special time for them to counsel longer. The problem of elderly patients coming to the public health center is often not because of physical illness but is more of psychological factors. Therefore, elderly patients sometimes come to the public health center for consultation.



D. Assurance

Staffs at Sidoarjo public health center already understand how to provide service guarantee to elderly patients. In providing services, staffs use the public

health center's motto "We Are Ready to Provide the Best Service for You" and the values of "CERIA" (Proficient, Empathy, Friendly, Sincere, Safe).

Elderly patients hope that they do not need to be in queue for too long. Nevertheless, elderly patients are aware that the cause of the length of time of the queue is due to the number of patients who go to the health center.



E.

Staffs have high empathy for elderly patients, such as pushing a wheelchair, guiding their way, or asking them what they need. In addition to providing services, they have used special communication to respect elderly patients. Javanese language is often used to communicate with some elderly. Even some elderly people are more comfortable to communicate by using Java language "ngoko / rude" to be make it more friendly between staff and elderly patients. Staffs are patient to give explanation to the elderly, such as how to take medication, check-up schedule, and other necessary information.

Elderly patients feel comfortable with the empathy given by staffs because the staffs have memorized the character of the elderly who have often been to the health center. Elderly patients feel very satisfied with the empathy given by the staffs. They feel calm and comfortable to seek treatment at the public health center

because if there is any difficulty, staffs officer are responsive and able to understand them personally.



Figure 4. a

4. Conclusion

In general, the quality of "Santun Lansia" service at the Sidoarjo public health center is good. The most powerful thing that affects the quality of service is the empathy given by the staffs to elderly patients. The personal attention given by the staff to patients makes them feel comfortable and satisfied with the services provided by the public health center. Although there are still several things to be improved from the tangible dimension (waiting room is required for elderly); reliability and responsive (counseling service is required); assurance (short waiting time is required), but it can be concluded that elderly patients feel comfortable and satisfied with the services provided by Sidoarjo public health center as the organizer of "Santun Lansia".

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