

Quality of Public Service at Aloe Saboe Regional General Hospital, Gorontalo City

1st* Barmin R Yusuf, 2nd Arifin Tahir, 3stYanti Aneta, 4th Ismet Sulila

¹Development economics study program, Faculty of Economics, University of Gorontalo.

²Doctoral Program in Public Administration, State University of Gorontalo.

^{3,4}Public Administration Study Program, State University of Gorontalo.

Abstract - This study aims to determine the quality of public services at the Aloe Saboe City General Hospital. This study uses a qualitative research approach. Furthermore, the data explored include primary and secondary data. Data collection techniques, both primary and secondary data, are in-depth interviews, observation and documentation. Data analysis activities include data reduction, data presentation and conclusion drawing. The results showed that the location and appearance of the building were in accordance with the expectations of the community because it was located between two areas and the hospital was a referral hospital from various hospitals in Gorontalo which had the status of a type B hospital. by the community it is quite good compared to other hospitals in Gorontalo in the aspect of service facilities at the hospital it is considered good enough but there is still a lot that needs to be improved, especially health equipment and service rooms used by health service workers. From the aspect of friendliness and attitude of hospital staff at this time, researchers found that from the friendliness and attitude of community officers, they considered it quite friendly to patients, although there were still many complaints about services, especially the attitude of hospital staff. seen from the aspect of service standards, it still needs a lot of socialization to the community about the standards applied in hospitals, while from the ability of health service workers in hospitals, especially the ability and expertise of officers in the use of health service tools, it is considered by the community to be good and competent, especially the medical officers. nurses and doctors who treat patients because they are in accordance with their expertise.

Keywords: - Quality, Public Service, Hospital.

INTRODUCTION

Service quality is an important antecedent of consumer assessment of value, which in turn affects customer satisfaction, which then motivates loyalty. Service quality is the level of discrepancy between customer expectations or desires and their perceptions. Service quality refers to the service quality expected from the service offering. It is the main determinant of customer satisfaction or dissatisfaction. Then, Service quality is the result of a process in which consumers' expectations of services are compared with their perceptions of the actual services provided [1]. The service quality measurement model only discusses the dimensions that form the objective measure of the service quality construct. In a broader sense, service quality is an important construct because it influences consumer behavioral intentions [2]. Public service is an activity carried out by the government for a number of people who have every profitable activity in a group or entity [3], and offer satisfaction even though the results are not related to a physical product [4].

The public services at the regional general hospital Prof. Dr. H. Aloe Saboe Gorontalo City has various kinds of problems, including being one of the service providers in the public sector to the community. In the observations that researchers did at the hospital, there were several problems encountered, namely: Service facilities and infrastructure are still lacking evidenced by the existence of a roof that leaks if it rains and this is seen by the fact that there are still complaints by the community which can cause patients or the public to be uncomfortable at home in the hospital. Another problem, especially in the service system, is that there are still many public complaints, especially in the service of general patients and BPJS participant patients where the complaint is the difference between general patient services which are faster than service patients using BPJS so that the service is felt to be quite long and seems convoluted when compared with general patients.

This condition is evidenced by the many criticisms and complaints from the public regarding the services provided and these complaints include complaints related to the actions of doctors or paramedics, and complaints related to administrative services

METHODS

This study uses a qualitative research approach. Furthermore, the data explored include primary and secondary data. The research location is within the scope of the Gorontalo City area, while the length of time the research uses is 1 year. The data collection techniques for both primary and secondary data are in-depth interviews, observation and documentation. The data collection instrument is divided into two, namely primary data using interviews and secondary data, namely data from Aloe Saboe Hospital. This interview was conducted by in-depth interview, which is a method of collecting data through in-depth interviews. First, preparation of administration and coordination with local governments, including the Aloe Saboe Hospital, Gorontalo City. Second, search for resource persons who have related competencies. Third, explore various problems and obstacles faced in services at the Aloe Saboe regional general hospital, Gorontalo City. In this study, data analysis techniques were used consisting

of: (a) Data reduction, data verification for the sake of simplification of data in order to further sharpen the required data. ; (b) Display Data, presenting data in an organized and systematic manner, so as to form a complete and integrated component; and (c) Conclusion, interpreting the data as a determining step in drawing conclusions

RESULTS AND DISCUSSION

In understanding the products and forms of public service delivery at the Aloei Saboe Regional General Hospital, Gorontalo City, especially in public services at the hospital, it can be seen from various aspects of the quality of public services including aspects of Tanggibels, Empathy Responsiviness Reliability, Assurance which are all dimensions of the quality of public services, each of which has an indicator that becomes a measure in seeing whether the services at the Aloei Saboe Hospital can provide satisfaction to the community in terms of service quality. which is given.

After conducting the research, in this case the researcher found several things that became the findings in this study, each of which focused on the problem, including the following:

Service quality is seen from the Tangibles / Physical Evidence dimension

In this study, the focus of the problem above consists of three sub-focuses namely the location and appearance of the building, service room and service facilities, and based on the results of the study it can be clearly seen that the three sub-focuses received different answers from the informants and this became the concern of the services provided. by the Aloei Saboe Regional General Hospital, Gorontalo City at this time.

The first sub-focus of the research from the Tangibles dimension / physical evidence is the location and appearance of the Aloei Saboe Hospital building, Gorontalo City seen from the aspect of the location of the hospital, the beauty of the hospital building, the atmosphere and comfort of the hospital building, where the construction of the hospital is in accordance with the planning by looking at the very strategic location of the hospital that can be reached and does not have an impact on the surroundings, the hospital was built by considering the risks due to services where the name of the hospital is confirmed to serve sick people, the strategic location must be such as not close to other public facilities such as schools as well not close to food processing, not close to water sources and others that disturb many people, as for the Aloei Saboe Regional General Hospital, Gorontalo City, when viewed from its location, it is far from the city center and is located between two second-level areas in Gorontalo Province, namely the area City Gorontalo and Bonebolango Regency which are easily reached by the community.

The Aloei Saboe Regional General Hospital, Gorontalo City, from the information obtained that it is a referral hospital from a hospital in Gorontalo City as well as a Type B hospital which is a reference for other hospitals in districts outside the city of Gorontalo and a referral hospital in the bay area. Tomini that reaches beyond the province of Gorontalo are several areas in Central Sulawesi and other areas in North Sulawesi which are located around the waters of Tomini Bay.

Judging from the aspect of the appearance and beauty of the hospital, according to the informants, this aspect of beauty was considered sufficient from the arrangement of the room, especially the inpatient room when compared to other hospitals in the province of Gorontalo, as well as from the aspect of comfort and atmosphere of the building at the General Hospital of the Aloei area. Saboe Gorontalo City is considered to be lacking where this was revealed between researchers and resource persons, most of whom said they were not comfortable, from the point of view of facilities and infrastructure in the service room, they needed to be addressed.

Thus, the Regional General Hospital of Aloei Saboe Hospital, Gorontalo City, is easily accessible by the public using health services at the hospital on the basis of strategic considerations, the convenience for services is sufficient because it is not too deep in the city and not too outskirts of the city and then from the strategic outreach of the community. this is right at the boundary between two regional government areas, meaning that with conditions like this, it means its potential to be able to provide services or reach services for two areas because this hospital is a referral hospital but it means that with an approach without referrals, people can get health services in public hospitals. Aloei Saboe area, Gorontalo City.

While the second sub-focus of the research from the Tangibles dimension / physical evidence is the service room of Aloei Saboe Hospital, Gorontalo City which includes aspects of the beauty of the service room, comfort of the service room, and facilities from the service room of the Aloei Saboe Regional General Hospital, Gorontalo City where researchers get only some parts are said to be beautiful, such as the NICU, cardiac department or polyclinic, but if they are included in the ER area, it can be concluded that from the aspect of beauty they are still in the sufficient category for service to the community so that if viewed from a situation like that, it does not provide comfort to feel less with that and this needs attention from the hospital considering this hospital even though it belongs to the Gorontalo City government but many patients who come for treatment from outside Gorontalo and are also seen from the service facilities are also still incomplete. other yes it must be added considering that this hospital is a referral hospital from hospitals in the province of Gorontalo and even referrals to other hospitals outside Gorontalo.

Although there is some information obtained by the researchers that the aspects of the beauty and comfort of the service room at the Sudan Hospital are good, it is dominated by opinions that are still in the quite satisfactory category as conveyed by several

informants, and this is what makes some people think that the service room at the Aloei Hospital Saboe, Gorontalo City, is still not up to expectations, even though the community feels that the services provided by the hospital are more than adequate.

While the third sub focus of research from the Tangibles dimension / physical evidence is service facilities which include aspects of the availability of service facilities at the Aloei Saboe Regional General Hospital, Gorontalo City, researchers found that the availability of hospital service facilities was still in the sufficient category, this was revealed from some information from interviews conducted by researchers with resource persons who said that the availability of service suggestions at the Aloei Saboe Hospital Kotara Gorontalo needed to be added or updated but there was also some information that could be concluded that the service facilities at the hospital were good in terms of equipment, especially medical equipment.

Meanwhile the Aloei Saboe hospital is trying to update the quality of its service facilities where this hospital is included in the category B hospital where this hospital will be used as a teaching hospital and all of that is in the current preparation stage and there is an MoU between the Faculty of Medicine Gorontalo State University together with the government so that this is what makes the hospital always provide the best service for the community, especially from the aspect of fulfilling service facilities so that they are available to the community as users of Aloei Saboe hospital services, Gorontalo City.

Service quality is seen from the Empathy dimension

In this study, the focus of the problem above consists of three sub-foci, namely the friendliness of service officers, officer attitudes, officer appreciation and based on the results of the study it can be seen clearly that the three sub-foci received different answers from the informants and this became a concern for the hospital. General Area Aloei Saboe Gorontalo City.

The first sub focus of the Empathy dimension in terms of the aspect that becomes the sub focus is the friendliness of the service staff at the Aloei Saboe Regional General Hospital, Gorontalo City. The treatment of the officers is sometimes friendly and sometimes also unfriendly where this can happen when there are many patients being treated while on the other hand there are only one or few officers so that there is a drag or an emergency condition and this is much more likely to provide an imbalance between the workload. While the number of people served is quite large, sometimes officers are judged by the community as unfriendly to patients and this is the case that doesn't happen often and can lead to the attitude of hospital service officers being often perceived as not appreciating the public as service users in the Navy area general hospital. Oei Saboe, Gorontalo City.

For the aspect of community complaints as users of health services at this hospital, researchers found that there are still many people who complain about the services provided by the Aloei Saboe Regional General Hospital, Gorontalo City and sometimes complaints are directly served and sometimes they are slow to serve, but all of that happened because of inaccurate communication between service personnel and hospital service users.

The second sub-focus of the empathy dimension in terms of the attitude and appearance of service personnel at the Aloei Saboe Regional General Hospital, Gorontalo City, the researchers found that from the perspective of the appearance of the hospital staff, they were good and always paid attention to others and even the service was equal. and does not look at certain social strata. Hospitality staff. Each officer has a different way of handling, depending on the character of a service officer, both nurses and medical officers and other officers, meaning that from the attitude aspect of these officers it can be concluded that not all officers have the same attitude but essentially they have carried out their duties in accordance with minimum service standards and have work in accordance with standard operating procedures at the Aloei Saboe general hospital, Gorontalo City.

The officer has carried out the minimum service standard / SPM, even the hospital has been informed of the rights and obligations of the patient, what are their rights and what are their obligations, but most of the people have obligations that are not carried out where they only want to demand their rights but the obligations are ignored. This is also a problem for the hospital, which is often faced by service personnel, between the rights and obligations of the patient, which has not been understood by everyone and all of them have an impact on the quality of service that is not good.

The third sub focus of the empathy dimension is seen from the aspect of attitude and respect for the community and the researchers found that the officers served with the usual attitude, especially patients who had insurance which looked different between patients with insurance cards and general patients, the patient's family encountered a long business in registration. Askes in the hospital, I don't know what the cause is if all the administrative requirements are complete or the health insurance is not ready for its services, meanwhile the hospital is in accordance with standard service procedures (SOP) and this happens where one of them is not ready with the administration either that's the administration of participants who use a guarantee card or incomplete administration from the hospital and this causes delays in terms of administration, especially those who use BPJS and the like.

The quality of service is seen from the Responsiveness / Responsiveness dimension. In this study, the focus of the problem mentioned above consists of three sub-foci namely Speed of service officers, Accuracy of service officers, Responsiveness of temporary officers' complaints based on the results of the study it can be seen clearly that the three sub-foci received different answers from the informants. as an informant and the findings obtained by this researcher become material for improvement to the Aloei Saboe regional general hospital, Gorontalo City at this time.

The first sub focus of the Responsiveness dimension is seen from the aspect of the speed of officers in service at the Aloei Saboe Regional General Hospital, Gorontalo City. In that case, the patient must come in a few minutes to be served by both ordinary

patients and critical patients, where the response time has been set in standard operating procedures. The speed of officers in patient care is considered to be lacking, one example is experienced by a patient where to get a very long room even hours to get an inpatient room, whether this is a technical problem or a patient service room that at that time was not available.

The speed of service was also found by researchers from several informants that the slow service of the staff at the Aloei Saboe hospital, Gorontalo City, where the service was less responsive, often occurred at night, the staff was there but usually came a bit late after someone reported and submitted a patient complaint to the guard officer. Meanwhile, there were several informants who said that the speed of service at the Aloei Saboe Regional General Hospital, Gorontalo City was considered quite good in terms of service to the community or patients where the fast response was given by hospital service officers to all who were reported to the officer in requesting treatment and at the time of delivery. They also came to the patient's inpatient room so that they felt that they were ready officers and the community felt that the service was good at the Aloei Saboe Hospital, Gorontalo City.

The second sub focus of the Responsiveness / Responsiveness dimension is seen from the aspect of the accuracy of service personnel where the researchers found that the accuracy of service officers at the Aloei Saboe Regional General Hospital, Gorontalo City is currently assessed by the community, most of the interviewed informants said that the services provided to the community it is appropriate, especially in terms of medical services at the Aloei Saboe Regional General Hospital, Gorontalo City, where the medical officers and other officers have given their best for the community, both in terms of treating the disease suffered by the patient and handling the sick patient.

It was conveyed that the hospital worked in accordance with standard operating procedures (SOPs) starting from the nurses and doctors who handled patients using the standards set by the hospital starting from how many minutes the patient entered and there needed to be treatment from the home as soon as possible. sick until the patient and the patient's family get an inpatient room to be occupied. The service standards for inpatient care at the Aloei Saboe Regional General Hospital, Gorontalo City are as follows:

Tabel 1. RSAS Inpatient Standard Operating Procedures

No	Component	Description
1	Condition	<ol style="list-style-type: none"> 1. Hospitalization Registration Letter 2. Identity Card 3. BPJS / KIS card 4. Prosperity Card 5. Other Partners bring an introduction 6. SEP guarantee for BPJS/KIS patients
2	Systems, Mechanisms and Procedures	<ol style="list-style-type: none"> 1. 1. Emergency room officers weigh and accept patients with inpatient staff along with the submission of medical record files. 2. 2. The inpatient staff orients the room to the patient / family 3. 3. Initial assessment by nurses, midwives, and doctors 4. 4. Medical and nursing care, midwifery, during the treatment period 5. 5. Patient discharge planning 6. 6. Administrative settlement 7. 7. Patient goes home
3	Period of time	Waktu sampai dengan rawat inap 25 menit
4	Fees / Rates	<ol style="list-style-type: none"> 1. 1. General Patient : Regional Regulation No. 1 year 2009 2. 2. BPJS/KIS participants : - Permenkes no. 64 2016 and Permenkes n0.4 th 2017
5	Service products	Inpatient care
6	Complaint handling	Phone 081243155555 information and complaint service unit

Source: Sub-field of Medical Record RSAS 2021

From the table above, it can be seen that the Aloei Saboe area general hospital, Gorontalo City, currently has a good Standard Operating Procedure that will serve as a guideline for implementers and service officers and become a reference for the community in carrying out health care. Meanwhile, the Aloei Saboe Regional General Hospital, Gorontalo City, in terms of service to the community, has provided a service flow with the aim of making it easier for the community, both general patients and BPJS patients and the like, and it can be seen in the following picture:

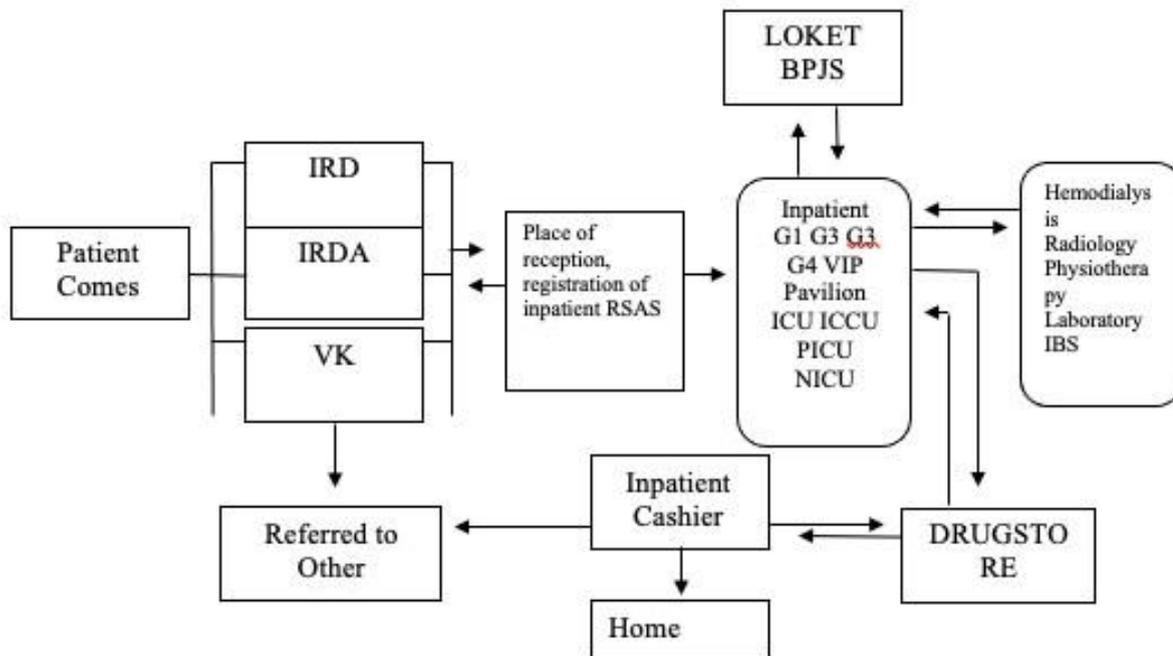


Figure 1. Inpatient Flow

Source: Aloei Saboe Regional General Hospital. 2021

From the picture of the flow of inpatients above, it can be seen that between general patients and patients participating in BPJS insurance, there is a fundamental difference which is the problem with the slow service obtained by the community, especially BPJS user patients by following the flow compared to the path traversed by general patients which looks not long and not convoluted.

The third sub focus of the Responsives dimension is seen from the aspect of the response of service officers to community complaints, the researchers found that the Aloei Saboe Regional General Hospital, Gorontalo City had provided a special room for services and complaints by the community as users of health services at the hospital and the complaints were Usually a place to report is provided when the report is processed, it is clarified with the person concerned, complaints are submitted to the duty officer or there is a special room for complaints and community services that has been prepared by the hospital.

In addition to submitting complaints to the complaints section, usually the public also has the opportunity to submit complaints to officers, both nurses and doctors, the speed of officers in serving, especially in terms of handling patients, is a concern of them so that patients feel that hospital services to us are very fast, especially in terms of handling outpatients. .

Likewise, the officer's response was also quick to all who were reported to the officer to ask for treatment at that time to get patient inpatient service so that the officer was ready and the public felt that the service was quite satisfactory.

Thus, the response of service officers to community complaints is considered good enough even though there are still many shortcomings in terms of speed in responding to patient complaints and this is also found from some of the information obtained in interviews with informants to researchers.

Quality of service is seen from the dimension of Reliability / Reliability in this study the focus of the problem mentioned above consists of three sub-focuses namely service standards, officer capabilities, expertise in using service tools

The first subfocus of the Reliability / Reliability dimension is seen from the aspect of service standards by officers based on the results of research at the Aloei Saboe Regional General Hospital, Gorontalo City, researchers found that hospital service standards have been determined by the regulation of the Minister of Health (Permenkes-RI) NUMBER 340/MENKES/PER /III/2010 concerning service standards, namely minimum service standards, while hospital service standards are still not socialized to the public, especially health service users where most of the socialization is only through bulletin boards, this causes the public to pay less attention to the standards set by the hospital.

Meanwhile, for the second sub-focus of the Reliability / Reliability dimension, seen from the aspect of the officer's ability and expertise in using service tools, based on the results of the study it was found that the ability of service personnel and the expertise of officers to fulfill the abilities of each officer because Aloei Saboe hospital officers in Gorontalo City were equipped with With training, the certification standard must be upgraded every year which has a certificate for every officer, for example from a doctor, each certificate has a validity period after which it is certified, for the skills assessed there are credentials and credentials / people who enter must know their abilities after that and then they are issued a clinical authorization letter and it has been assessed

that he is able to be tested for credentials after several years of credentials there is an expiration date on the credentials called re-credentials and each profession has a committee to carry out credentials and credentials.

The ability of the officers who are judged to be capable is to carry out medical actions where all officers have control and they have been trained for that with the steps that must be carried out so that they are precise in making decisions more specifically about their medical actions.

Meanwhile, for the third subfocus of the Reliability / Reliability dimension, seen from the aspect of the expertise of officers in the use of service tools, based on the results of the study it was found that the ability of officers and their expertise in hospital services still had many shortcomings, especially for service officers who were still new as well as the ability of officers to handle the illness of the patient being treated and at the same time the expert doctor is not available, it will affect the delay in medical treatment by officers to inpatients.

Table 2. The number and medical personnel at the Regional General Hospital Prof. Aloei Saboe GORONTALO CITY

No	Power Type	Total power				Total
		Civil Servant		Contract		
		L	P	L	P	
1	Surgeon specialist	4				4
2	Doctor Specs. internal disease	6	2			8
3	Doctor Specs. Child	1	3			4
4	Doctor Specs. Midwifery	1	1	1	1	4
5	Specs doctor. nerves	1	2	1		4
6	Specs doctor. Heart	2				2
7	Specialist in Pathology Klnk		2			2
8	Specs doctor. Eye		2			2
9	Specs doctor. ENT	1	2			3
10	Specs doctor. anesthesia	1	2			3
11	Specs doctor. radiology		3			3
12	Specs doctor. orthopedics	1				1
13	Specs doctor. case. teeth an.					-
14	Specs doctor. Skin		1			1
15	Specs doctor. soul					2
16	General practitioners	2	9	5	10	26
17	General Dentist	1	2			3
18	Specs doctor. Mouth surgery		1			1
19	Specs doctor. Lungs	1				1
20	Specs doctor. Neurosurgery	1				1
21	Specs doctor. Anatomy of pat		1	1		2
22	medical specialist			1	1	2
23	Clinical nutrition specialist	1				1
	Total					80

Source. Aloei Saboe Hospital, Gorontalo City, 2020

The comparison of hospital patients with health workers in hospitals refers to statistical data with 1: 100,000 in every province in Indonesia, thus the current population in Gorontalo province until 2021 amounts to 1,171,681 inhabitants (source from the Central Statistics Agency of Gorontalo Province in 1999). It can be seen that the number of health workers is able to serve inpatients at hospitals in the province of Gorontalo, especially the General Hospital of the Aloei Saboe area, Gorontalo City, where Gorontalo province currently has hospitals, including Gorontalo City which consists of two hospitals owned by Gorontalo City. government and there are five privately owned hospitals in Gorontalo City at this time, so in general it can be concluded that the services at the Aloei Saboe hospital in Gorontalo City in terms of health workers can serve because they are supported by other hospitals, both owned by the local government and privately owned.

Especially for the Aloei Saboe Regional General Hospital, Gorontalo City until 2020 the total number of medical personnel (doctors) is 80 people, dominated by 26 general practitioners and 8 internal medicine specialists, this can be seen in table 4.2. the number of doctors at the Aloei Saboe Regional General Hospital, Gorontalo City 2020, health services at the aloei saboe hospital can run well with the assumption that if there are 8 internal medicine doctors then divided by the total number of doctors at the Regional General Hospital there are 80 people and then multiplied by 100, each internal medicine doctor at the hospital can serve as many as 10% patients, meaning that one hospital doctor can treat 10 inpatients. Likewise with neurologists, obstetrics specialists, surgeons, and pediatricians with the number of specialist doctors at the Aloei Saboe general hospital, Gorontalo City

amounting to 4 doctors, so the simple assumption is 4 doctors divided by the total number of doctors. there are 80 hospital doctors and multiplied by 100% then each specialist doctor can treat patients with a total of 5% meaning that one hospital doctor can treat 5 inpatients.

Quality of service is seen from the dimension of Assurance / Guarantee in this study the focus of the problem mentioned above consists of three sub-focuses namely Guarantee the speed of the administrative process, Security guarantee, Cost guarantee

The first subfocus of the Assurance/Guarantee dimension is seen from the aspect of guaranteeing the speed of the administrative process and based on the results of the study it was found that everything went with a good process, especially after going through one door of completion regarding the administration, even by the administrative officer there was also a guide until the completion of matters concerning administration, guarantees for administrative services do not need a long process. However, what became the concern of the Aloei Saboe Regional General Hospital, Gorontalo City, researchers found that hospital services were slightly delayed if there were many patients, resulting in long queues at the administration section of the Aloei Saboe Regional General Hospital, Gorontalo City.

The second sub-focus of the Assurance/Guarantee dimension is seen from the aspect of security guarantees at the Aloei Saboe Regional General Hospital, Gorontalo City, the health service provider has provided security guarantees and it is proven by the service providers that they have tried to ensure hospital security with proven seriousness in carrying out security at large costs. in collaboration with third parties for recruitment. almost complete safety standards are proven by the hospital third party security to provide a sense of comfort to the community.

While the third subfocus of the Assurance/Guarantee dimension is seen from the aspect of cost guarantees at the Aloei Saboe Regional General Hospital, Gorontalo City, it is very affordable because of insurance guarantees, BPJS and other guarantees, meanwhile for Aloei Saboe hospital rates, Gorontalo City for people who do not use a guarantee card and the hospital is still using the old tariff based on regional regulation no1. In 1999 regarding hospital rates, which means that the current basic rate is the old tariff applied by the Aloei Saboe regional hospital, Gorontalo City at this time, so many say that hospital payments are very affordable for the community.

Thus the five dimensions of service can be seen in the model proposed [5]

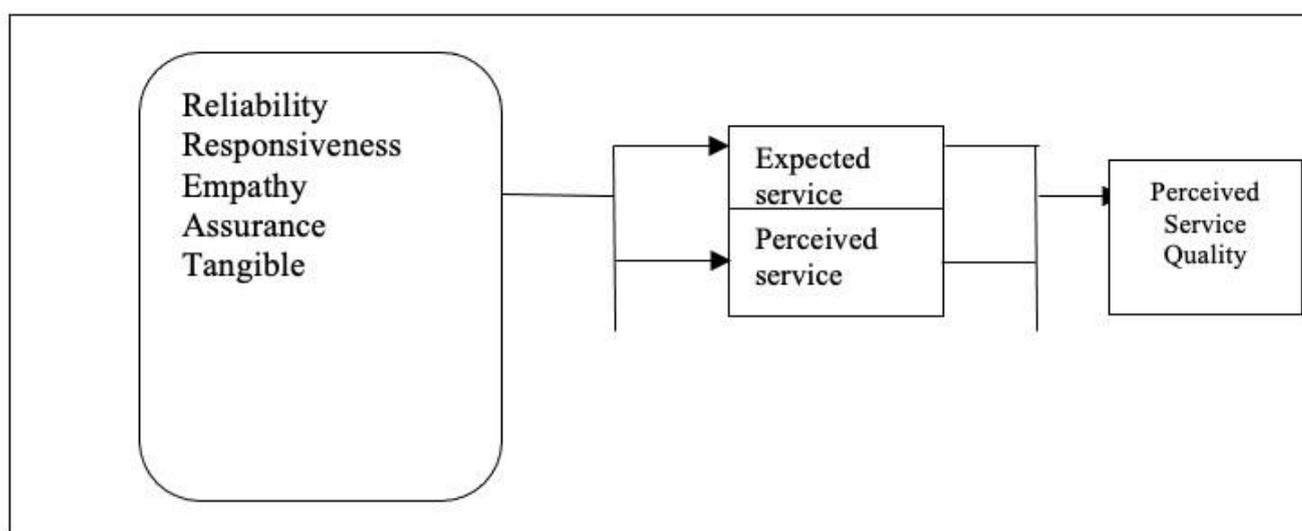


Figure 2. SERVQUAL model [5] in [6].

[6] attempted to take the advantage of comparing with Gronroos model by suggesting the measurement for service quality. SERVQUAL model is a useful tool for managers to identify the gaps in their service [7]. This model is the most used by scholars and practitioners. Although SERVQUAL is the most famous model in service quality after years of researching in this model, scientists noted that the method offered in this model for measuring gaps in different levels is not clear [8] [7]. Some researchers believe that measuring the gap between expectation and perception is not psychometrically able to obtain a superior assessment of service quality.

The quality of government officials is reflected in their ability to provide services to the community according to their respective duties. One of the efforts made in developing and maintaining the quality of the work of the apparatus can be started with motivational efforts. Besides that, the role of leadership is also a factor that greatly supports the quality of service for government officials.

CONCLUSION

The quality of public services at the Aloei Saboe Regional General Hospital, Gorontalo City, seen from the aspect of the location and appearance of the building is in accordance with the expectations of the community because it is located between two areas and the hospital is a referral hospital from various hospitals in Gorontalo with the status of a type B hospital. , while in terms of the aspect of the hospital service room, it is considered by the community to be quite good compared to other hospitals in Gorontalo, but there are still many shortcomings that must be addressed by the Gorontalo City government as the manager of the Home Public Service Agency. at this time, especially buildings that are still a lot of complaints by service users in hospitals. Likewise, the aspect of service facilities in hospitals is considered to be quite good, but there is still a lot that needs to be improved, especially the health equipment and service rooms used by health care workers. From the aspect of friendliness and attitude of the hospital staff at this time, the researchers found that from the friendliness and attitude of community officers, they considered it quite friendly to patients and this was in line with the expectations of the community who use health services at Aloei Saboe Hospital, Gorontalo City, however there are still many complaints about services, especially attitude of hospital staff. seen from the aspect of service standards in hospitals, currently using service standards, both minimum service standards and standard operating procedures, however, there is still a need for a lot of socialization to the public about the standards applied in hospitals, while from the ability of health service workers in hospitals, especially the ability and the expertise of officers in the use of health service tools is considered by the community to be good and competent, especially the medical officers, both nurses and doctors who treat patients because they are in accordance with the expertise and fields of each officer, Assurance. from the aspect of guaranteeing the cost can be reached by the community.

REFERENCES

- [1] Mangold, W. G., & Babakus, E. (1991). Service quality: the front-stage vs. the back-stage perspective. *Journal of Services Marketing*
- [2] Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing*, 76(2), 193-218
- [3] Evi Asmayadi dan Hartini_ (2015), *The Impact of Service Quality and Product Quality towards Customer Loyalty through Emotional and Functional Values in Traditional Markets in Pontianak, Indonesia*
- [4] Sinambela, Lijan Poltak, 2006, Reformasi Pelayanan Publik, Bumi aksara.
- [5] Parasuraman, A., Zeithaml Valerie A. and Berry Leonard L., *A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*, Journal of Retailing, Volume 64, 1988
- [6] Ali Ramezani Ghotbabadi, 2015 Service Quality Measurements: A Review
- [7] Seth, N., Deshmukh, S. G., & Vrat, P. (2005). Service quality models: a review. *International journal of quality & reliability management*.
- [8] Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of marketing*, 65(3), 34-49.