

## Public Perception towards Public Service Quality

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### Abstract

While globalization has provided new opportunities for economic and social development to countries around the world, it has left behind millions of people who live in countries where governments have not adjusted their priorities and action to the emerging demands. Various demands of the people in the world should get a good life for living needs. Therefore, the government manages and integrates the fundamental problems in the world for one purpose. The program is "Millennium Development Goals" (MDGs). The paper assesses and analyzes the public perceptions toward public service quality in Kendalsari Community Health Centre Malang City. This paper was conducted using a mix of qualitative and quantitative methods, focusing on the Public Satisfaction Index. The data collected follows observation, interview, documentation, and questionnaire. This research used the Data Analysis Interactive Model by Miles and Huberman. The results of this research, Kendalsari Community Health Centre Malang City of analysis public perception the amount 75.82 is good.

**Keywords:** health, Kendalsari Community Health Centre, public satisfaction index, public service, public perception.

### 1. Introduction

The Millennium Declaration and its fundamental values are the Millennium Development Goals (MDGs), which bind countries to do more in the realm of human development. The MDGs are a set of specific, quantified and time-bound targets on the various dimensions of human development: income poverty, hunger, health, education, gender quality, and environmental sustainability, this matter has been discussed in the book by United Nations (2007).

When we talk about health, it is so interesting because one purpose of MDGs is focus on health. Therefore, the meaning of health cited from Chatterji (2002) stated that: "Thus, the founders of the World Health Organization defined health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". The introductory sentence preceding the above definition in the constitution stated "...the following principles are basic to the happiness, harmonious relations and security of all peoples". The constitution further went on to say "The health of all peoples is fundamental to the attainment of peace and security..."

Indonesia as a developing country that is growing in various sectors such as: development, economic growth, social, educational, and also in health sector. Health is a basic necessity of life and public should be received medical care in a fair, equitable and quality throughout the region in Indonesia.

Concerning about local autonomy it cannot be separated with the issue of vertically power sharing in the country. In this system, the state power will be divided between the central and local governments, and Decentralization means devolution of authority from central to local government, it cannot be separated from granting local governments rights to manage their own region in order to create their better and advance region with the local autonomy.

In this case each local government is trying to create excellence health care quality. The success of an autonomy will influence on positive appreciation if successful in improving the quality of public services at least in three ways, namely, (1) advance the people's economy, (2) improve access and quality of education, (3) and improve access and quality of health care. The thought was expressed by Muhammad (2008).

Therefore the definition of public service under the Law No. 25/ 2009 on Public Service as follows "(Public service is an activity or series of activities in order to needs fulfilling service according to the laws for all citizens and residents which consist of goods, services, and/ or administrative services provided by public service providers)."

Definitions from Pasolong in Moenir (2001), say that the service is "the process of fulfilling the needs of others through activities directly". While detailed definition who given by Gronroos in Ratminto (2005) that the service is: "An activity or series of activities that are invisible (intangible) that occurs as a result of the interaction between the consumer and the employee or other things provided by a service provider that is intended to solve

the problems of consumers/customers".

Main problem as an agency of health service which is service given what it as expected patient or not. Hence, Community Health Centre prosecuted to keep trust and satisfaction patients with increase service quality to satisfaction his patient. Connect with patient necessary to services provided as expected.

Gaspersz in Sinambela (2006) argues that essentially refers to the quality of the principal terms: 1) Quality of the product consists of a number of perks, privileges either directly, or attractive perks that meet the customer and provide satisfaction for the use of the product; 2) Quality consists of everything that are free of flaws or damage. So a product, either goods or services, a person is said to have quality if the product can meet the needs of the person. While good public services are the ability to provide a service that can give satisfaction to the customer with the specified standards.

According to Robbins (2003) defines perception as the process taken by individuals to governing and to interpret perception of sensory them to give significance in their environment. Efforts for Community Health Centre in obtaining a positive image derived from public perception. This effort can be done by giving the quality of good service, prepared adequate facilities, equipment and other supporting. So that the satisfaction of patients in the service can be accomplished. However, people often complain of services in Community Health Centre as follows friendliness, cleanliness, comfort, bureaucracy and many other complaints that tends to give negative perception of health services in Community Health Centre.

## **2. Conceptual explication**

### **2.1 Public Service Quality**

Service called very good or best or will be primed in accordance with customer expectations (Sutopo, 2003). The service quality is very influencing on customer satisfaction. A higher level of quality will result in higher customer satisfaction. Therefore, improving the service quality is now seen as a priority in providing added value to customers. Meanwhile, in terms of quality according Tjiptono in Pasolong (2007), the compliance with the requirements/ demands, suitability of use, repair or improvement of sustainability, free from damage, meeting the needs of its customers since the beginning and every time, do everything right since the beginning, and something to be happy customers. So it can be concluded that if the service quality received exceed customer expectations, the service quality perceived ideal. Conversely, if the services received lower than expected, the perceived bad quality. Thus, whether or not the quality depends on the ability of service providers to meet customer expectations consistently.

### **2.2 Community Health Centre**

Every Community Health Centre have the type of service which are standards according to their work place. Community Health Centre carry out some types of activities the development and supporting according to their human resources and resources of the material that it holds. Health service given by Community Health Centre, health service which includes 4 services which are: 1) Preventive, 2) Curative, 3) Promotive, and 4) Rehabilitative.

### **2.3 Public Perception**

Perceptions are a process by which individuals make sense of a phenomenon occurring, based on the impression that captured by the five senses to experience the environment: sight, touch, hear, taste, and smell, it is expressed by Gibson, Ivancevich, and Donnelly (1994) and Luthans (1992) stated that perception are much complex and much broader than sensation. The perceptual process can be defined as a complicated interaction of selection, organization, and interpretation. Although perception depends largely upon the sense for raw data, the cognitive process may filter, modify, or completely change these data. Then Robbins (2003) also defines perception as a process adopted individuals to organize and interpret their sensory impressions to give meaning in their environment. The social phenomenon known as public perception can be seen as the difference between an absolute truth based on facts and a virtual truth shaped by popular opinion, media coverage and/or reputation. Public perception refers to the conscious understanding that people have of public and official issues. There may be a basic disparity between the factual truth and their virtual truth influenced by the public opinion and the mass media. Based on the theory of perception mentioned above, it can be seen the level of service quality of an organization. As stated by Kotler (1988) that the quality of care must be start of consumer needs and end on consumer perceptions. In this case largely determine how consumer perceptions of service quality received. So at the moment the service is important in building consumer perceptions.

### **3. Statement of the problems**

A variety of complaint and the number of medical events regarded lowers the service quality of Community Health Centre. Then optimization the Community Health Centre must be in the increase in order to provide a positive image for the society toward Community Health Centre, because these people more rely on the hospital as a supplier of health care. A consequence of the development and we often see many excursions on hospitals should be handled in Community Health Centre. Adequate facilities, medical workers is sufficient, and drugs that able to accommodate the needs of health service is important in providing health service to the public. The problem can be stated as follow: What are public perceptions toward public service quality in Kendalsari Community Health Centre Malang City?

### **4. Methodology**

This research was conducted mix qualitative and quantitative method. Focus on Public Satisfaction Index. Based on The Principals of Public Service in the Law No. 25/ 2004 about Public Service. The indicators are: Service Procedure, Service Requirements, Clarity Service Officer, Discipline Service Officer, Responsibility Service Officer, Ability Service Officer, Speed of Service, Justice of Service, Politeness and Friendliness Officer, Reasonableness Cost Service, Conformity Cost Service, Certainty Schedule Service, Comfort of Environment, and Safety of Service. Data collected according to primary data and secondary data in Kendalsari Community Health Centre Malang City. The data collected as follows observation, interview, documentation, questionnaire a number of 150 respondents.

## **5. FINDINGS AND DISCUSSIONS**

### **5.1. Service Procedure**

Based on the research, the majority of respondents said that service procedure in Kendalsari Community Health Centre included in easy category. In line with the above opinion and accordance the theory from Warella (1997) mention that to assess public service quality can be used criteria among others (1) the simplicity of which is that a procedure easily, smooth, quick, devious, easily understood and enforced by asking for service, (2) clarity and certainty about a procedure of service, (3) the existence of transparency in procedures of service. In indicator of service procedure, 107 respondents said that the service in Kendalsari Community Health Centre is easy. Next, when views based on the value of the score that has receive is 3.18 including good category. It is because of the information is clear from the Kendalsari Community Health Centre of service flow chart, schedule service, not elaborate or devious and the existence of name in the room and it is very clear to the patient. The procedure that is clear and easily understandable it. Meanwhile, there are 8 respondents said less easy. It was because the lack of transparency in the process of admission and information about services so the patients is complicated. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents toward ease this procedure with a score of value 3.27 than score perceived value smaller 3.18, so there are negative gap occurring as much as -0.09. It indicates that there are still some respondents feelless satisfied about it.

### **5.2. Conformity Service Requirements**

Based on the research Kendalsari Public Health Service included in conform category. Warella (1997) mention that to assess public service quality can be used criteria among others (1) the existence of clarity service requirements both administrative and technical (2) the openness of service, as regards a requirements (3) efficiency requirements in the sense that restricted to those things which pertain directly with service and prevented of repetition of compliance to the requirement. In the conformity service requirements, a total of 127 of respondents said that conformity service requirements in Kendalsari Community Health Centre is conform. Furthermore, if views based on the value of the score that has been acquired 3.11 included in the good category. It was due to the conditions of service which is very easy, whether it is administration and the technical conditions. The requirements in the administration of all it takes medical card for patients as the identity. The function of these requirements is give ease in multiple personal. So, can be said to be because first gave easiness to service officer at the registration or the counter in search of data patients. Second, provide facilities for nurses/ doctor in knowing the history of health patients. And the third provide facilities for patients itself to be more

quickly got the treatment of health services from officer. Meanwhile, there are 3 respondents said that less conformity. This is because there were at least a patient who regards less conformity looked physical medical cards of being easily damage. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents toward conformity service requirements with a score of value 3.21 than score perceived value smaller 3.11, so there are negative gap occurring as much as -0.1. It means that there are still some respondents feel less satisfied about it.

### **5.3. Clarity Service Officer**

Based on the research the majority of respondents said that the clarity and certainty service officer in Kendalsari Community Health Centre included in a category of clear. In clarity service officer, 109 of respondents said that Kendalsari Community Health Centre is clear. Furthermore, if view based on the value of the score that has been acquired by 3.02 included in the category of good. In the placement of the work area based on competence every personnel. According to Gaspersz (1997) an attribute or dimensions that must be undertaken in the improvement of the service quality among others (1) ease of getting the service pertaining to the clarity and ease officer who serves, (2) the responsibility pertaining to the reception of service and the handling of complaints from customers external. Meanwhile, there are 3 respondents said that unclear and 14 respondents said less clear. This is because they feel confusion in recognize the doctor or the nurse. For patients who is new feel that there is no clarity to be able to recognize the doctor or the nurse having no identity distinguish. Different with old patient who is personally have already know that can recognize their. Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents toward conformity service requirements with a score of value 3.30 than score perceived value smaller 3.02, amounting to so there are negative gap occurring as much as -0.28. It indicates that there are still some respondents feel less satisfied about it.

### **5.4. Discipline Service Officer**

Based on the research of the discipline service officer including the consistency on time. However, 108 respondents argue that discipline of officers in providing services have already consistent. With based on the consistency of time the implementation of the services the officer who inflicts the image of their discipline. It is in accordance in a standard operating procedures (SOP) Kendalsari Community Health Centre. Morgan and Murgatroyd (1994), certain criteria public perception of service quality, among others (1) reliability is the ability to implementation of service that has been promised by the timely; (2) credibility is to be believed, honest and giving priority to the interests for patient. On this indicator as many as 28 respondents said less discipline service officer. The reason they feel that way because not consistent on schedule. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). When viewed as a whole, indicator of discipline can still be said to be in good condition. Based on the value of scores for discipline officer Kendalsari Community Health Centre of 2.90. But on the other side there is hope that the discipline score of respondents of 3.38. So there are negative of gap -0.48. It shows that there are still some respondents feel less satisfied.

### **5.5. Responsibility Service Officer**

Based the research, the majority of respondents said that the responsibility services officer in Kendalsari Community Health Centre included in clear category. In indicator of the responsibility service officer, 121 of respondents said that Kendalsari Community Health Centre is responsible. It is been seen from each of the officers who served in accordance with job description. Accordance from Warella (1997) mention that to assess public service quality can be used criteria among others (1) the clarity and certainty a unit of work or official who is authorized and responsible in providing services, (2) the openness about work of unit/ responsibility officer of the giver of service. Meanwhile, there are 7 of respondents that declares not less responsible. This is because the slow action by the doctor or the nurse. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction

occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents toward responsibility service officer a score of 3.29, whereas value perceived smaller as much as 3.10, so there are negative gap occurring as much as -0.19. It indicates that there are still some respondents feel less satisfied.

### **5.6. Ability Service Officer**

Based the research, mostly a total of 117 respondents said that ability service officer in Kendalsari Public Health Centre is very capable. In addition, support from education and skill from school of health such as nursing, obstetric, analysts, pharmaceuticals, and medicine. Accordance the theory from according to Tjiptono (2002) noted that some element to assess the services quality, among others (1) professionalism and skill is concerned with knowledge and skills (intellectual, physical, administration and conceptual) required for solving the problem of patient in a professional. On this indicator there were 9 respondents said that the service in Kendalsari Community Health Centre less capable. Sometimes, the nurse who apparently changed and the officer could not answer or unclear and not detail from the patient questions. So that the patient felt not satisfied something like that. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). However, when viewed from the number of values on indicator of the ability of officers in providing service amounting 3.10 and the score of expectation of respondents amounting 3.30. So there are negative gap of -0.2. It shows that there are still some respondents feel less satisfied.

### **5.7 Speed of Service**

Accordance the theory from Gaspersz (1997) an attribute or dimensions that must be undertaken in the improvement of the service quality among other timeliness of service, a thing deserves consideration pertaining is waiting of time and process of time. Based on the research, respondents who claimed that service in Kendalsari Community Health Centre does not fast and many respondents 48 respondents said services in Kendalsari Community Health Centre less fast. The reasons are an officer who humorously or talking with friend in the working. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). However, when viewed from its value at element of the speed of services officer namely 2.74 in the category of good. Against to the expectation from respondents 3.36. So there are negative of -0.62 gap. That means that there is still many respondents feel less satisfied speed service officer.

### **5.8 Justice of Service**

Based on the research, the majority of respondents said that justice of service in Kendalsari Community Health Centre included in fair category. In an indicator justice of service, a total of 123 of respondents said that the service in Kendalsari Community Health Centre is fair and 20 respondents expressed very fair. It was because service officer in Kendalsari Community Health Centre undiscriminating of social status each patient. All patients who came Kendalsari Community Health Centre, getting good service of all the officers. Accordance the theory from Carlson and Schwartz in Denhardt (2003) declaring that the size of a comprehensive to service quality public sector, among other (1) fairness/ justice which is a measure the degree of where people believe that government service provided same for everyone. Meanwhile, there are 7 of respondents who said less fair. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents toward justice of service with a score of value 3.30, whereas score perceived smaller 3.08, so there are negative gap occurring as much as -0.28. It indicates that there are still some respondents feel less satisfied about it.

### **5.9. Politeness and Friendliness Officer**

On this indicator, a total of 115 of respondents said that the services in Kendalsari Community Health Centre is include polite and friendly. Furthermore, based on the value of the score that have been acquired at 3.00 included in the category of good. Even looks the officer give a smile to patient. Besides that also to provide an explanation or information to the patient always answered politely without a high pitch. Accordance the theory from Gaspersz (1997) an attribute or dimensions that must be attention in the improvement of the service quality, among other politeness and friendliness to giving the interaction of direct. Meanwhile, there are as many as 17

respondents said that the Kendalsari Community Health Centre is less polite and friendly, because sometimes the officer the tones are unwell when given information to the patients. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). However, if the hope of respondents toward the politeness and friendliness this officer with a score of value 3.33, whereas score perceived smaller 3.00, so there are negative gap occurring as much as -0.33. It indicates that there are still some respondents feel less satisfied about it.

#### **5.10. Reasonableness Cost Service**

The majority of respondents as many as 114 said that costs is reasonable because conform and fairness. Tjiptono (2002) noted that some element to assess the service quality, which among other reputation and credibility is patients believe that the operation of service provider can be trusted and give a value or reward for costs. Many respondents are very satisfied toward service tariff in Kendalsari Community Health Centre because the cost drug free, and the cost for every treatment. Accordance from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). Judgment of respondents about Reasonableness Cost Service is excellent, the score is 3.24, and the hope of respondents 3.25, so there are negative gap occurring only -0.01 indicated that very few respondents feel less satisfied about it.

#### **5.11. Conformity Cost Service**

In the indicator of Conformity Cost Service, 70 of respondents said that in Kendalsari Community Health Centre there are many conform and some even a respondent 47 said that always conform. In this case, many patients who feel happy Conformity Cost Service because no charge and the clarity of cost service based on flowchart in Kendalsari Community Health Centre. So the detail tariff of service is transparent. Warella (1997) mention that to assess public service quality can be used criteria among others (1) the clarity and certainty concerning details the cost or tariff service and payment procedure (2) the cost of openness concerning details or tariff service. Meanwhile, there are 33 respondents said sometimes is not conform. This is because many respondents said that dissatisfy. Accordance from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). The hope of respondents with a score of value 3.31 than score perceived value smaller 3.09, so there are negative gap occurring as much as -0.22. It indicates that there are still some respondents feel less satisfied about it.

#### **5.12. Certainty Schedule Service**

Indicator of the Certainty Schedule Service, a total of 62 of respondents said that Certainty Schedule Service in Kendalsari Community Health Centre is that 34 of respondents said that is always timeliness in the implementation of the service. Carlson and Schwartz in Denhardt (2003) state that the size of a comprehensive to service quality in public sector, among others the reliability is assess the level of government services provide on time. Meanwhile, there are 51 respondents said sometimes is not on time and 3 respondents said not always on time. It is because occurrence delay services officer on duty. Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents score is 3.34, and score perceived smaller 2.84, so there are negative gap occurring as much as -0.5. It indicates that there are still some respondents feel less satisfied about it.

#### **5.13. Comfort of Environment**

There are some 114 respondents said that comfortable in Kendalsari Community Health Centre. The reason is that the level of neatness place of service, levels of hygiene medical equipment and the clean condition of place service. Then, neatness place in parking and comfortable waiting room for patients. Accordance Gaspersz (1997) an attribute or dimensions that must be undertaken in the improvement of the service quality among others (1) comfort of getting service related to the site, the space of service, ease to reach, the availability of information and the others, (2) an attribute other supporting service related to clean of environment in the waiting room,

facilities music and the others. There are those who said the state of the environment blowzy. There is no name in the room so patient have difficulty to identity of the room. Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents score of value 3.30, whereas score perceived smaller 3.12, so there are negative gap occurring as much as -0.18. It indicates that there are still some respondents feelless satisfied about it.

#### **5.14. Safety of Service**

Based the research, a total of 124 the majority of respondents said that in Kendalsari Community Health Centre is safe. Good condition was supported by the fact indicating that every patients come to the Kendalsari Community Health Centre always handled by a doctor who uses medical equipment that has been sterilized. In addition, the condition of every room in Kendalsari Community Health Centre was clean and all the people who came to visit to Kendalsari Community Health Centre feel comfortable and safe. Carlson and Schwartz in Denhardt (2003) state that the size of a comprehensive to service quality public sector, among other security which is a measure the degree of where the service provided make people feel secure and sure when accept it. In addition, 2 respondents suppose that medical equipment was said that less net. So there arise anxiety patient about the sterile a medical instrument. Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). If the hope of respondents about safety of service with a score of value 3.26, whereas score perceived smaller 3.14, so there are negative gap occurring as much as -0.12. It indicates that there are still some respondents feelless satisfied about it.

#### **6. Conclusion**

Based on Index Public Satisfaction, Kendalsari Public Health Centre of analysis the amounts 75.82 so that the category of the service quality in good condition. The 14<sup>th</sup> indicators of public service there are 3 indicators that said disappoint, so that the patient felt dissatisfaction toward service in Kendalsari Public Health Centre, there are Speed of Service, Certainty Schedule Service, and Discipline Service Officer. While 6 indicators where there are to be defended the performance among others that is Politeness and Friendliness Officer, Clarity Service Officer, Justice of Service, Conformity Cost Service, Ability Service Officer, and Comfort of Environment. The last 5 indicators that possible overkill there are Responsibility Service Officer, Service Requirements, Conformity of Service, Safety of Service, Service Procedure, and Reasonableness Cost Service.

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Table 1. The Rank of Gap between Public Perception and Expectation

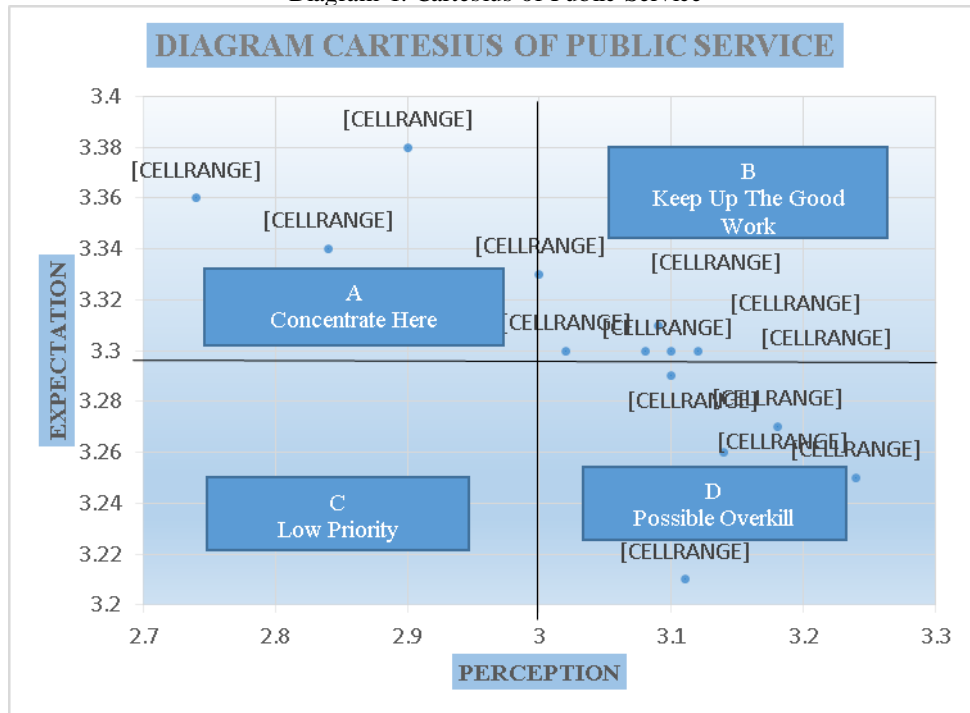
No	The Indicators of Public service	Total Gap	Information
1.	Speed of Service	-0.62	Less Satisfied
2.	Certainty Schedule Service	-0.50	Less Satisfied
3.	Discipline Service Officer	-0.48	Less Satisfied
4.	Politeness and Friendliness Officer	-0.33	Less Satisfied
5.	Clarity Service Officer	-0.28	Less Satisfied
6.	Justice of Service	-0.22	Less Satisfied
7.	Conformity Cost Service	-0.22	Less Satisfied
8.	Ability Service Officer	-0.20	Less Satisfied
9.	Responsibility Service Officer	-0.19	Less Satisfied
10.	Comfort of Environment	-0.18	Less Satisfied
11.	Safety of Service	-0.12	Less Satisfied
12.	Service Requirements	-0.10	Less Satisfied
13.	Service Procedure	-0.09	Less Satisfied
14.	Reasonableness Cost Service	-0.01	Less Satisfied

Source: Data Processed, 2013

Accordance the theory from Parasuraman (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. It is the difference between customer expectations of service and perceived service (Zeithaml, 1990). Perceived service quality results from comparisons by customers of expectations with their perceptions of service delivered by the suppliers (Zeithaml, 1990). If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman, 1985; Lewis and Mitchell,1990). All indicators of public service in Kendalsari Public Health Centre are less satisfied, because there are a negative gap.



Diagram 1. Cartesius of Public Service



Source: Data Processed, 2013

Information:

A. Showing aspect or attribute of being considered affect public satisfaction, including indicator of services, that is considered very important but managements not implementation it according to desire the public service users. The result is disappointing not satisfy. That are:

- U 7 : Speed of Service
- U 12 : Certainty Schedule Service
- U 4 : Discipline Service Officer

B. Showing indicators of basic services who has successfully implemented an organization/ agency and for that must be maintained. Regarded as very important and deeply satisfy. That are:

- U 9 : Politeness and Friendliness Officer
- U 3 : Clarity Service Officer
- U 8 : Justice of Service
- U 11 : Conformity Cost Service
- U 6 : Ability Service Officer
- U 13 : Comfort of Environment

C. Showing the some aspect of less importance its influence to the community. The implementation by an organization is unsurprised. Considered less important and less satisfy.

D. Showing the some aspect of less important for community but it is possible overkill. Considered less important but very satisfy. Variables can be reduced to companies can save costs. That are:

- U 5 : Responsibility Service Officer
- U 2 : Conformity Service Requirements
- U 14 : Safety of Service
- U 1 : Service Procedure
- U 10 : Reasonableness Cost Service

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