

Service Strategy Of RSUD Brigjend H. Hasan Basry Kandangan To Health Insurance Customers After The Pandemic

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Abstract

Received: 28 juli 2023

Revised: 9 Agustus 2023

Accepted: 20 September 2023

This researcher departed from the increasing number of health insurance customers in treatment at RSUD Brigjend H. Hasan Basry Kandangan. Therefore, RSUD Brigjend H. Hasan Basry Kandangan acts as a good service provider to provide trust to customers. This study aimed to determine the health customer service strategy used by RSUD Brigjend H. Hasan Basry Kandangan in delivering services per service standards and Islamic principles. This research is field research with a qualitative approach. Therefore, to collect data, interview techniques are used directly with informants. After conducting research, the author describes, describes, and analyzes the data obtained from informants regarding service strategies and the application of Islamic service principles. The result of this research is that the service strategy used by Brigjend H. Hasan Basry Kandangan Hospital follows the service standards of regional public hospitals by using the dimensions of the promised service. The service from the Islamic perspective has been applied following the principles of Islamic service and the Fatwa of the National Sharia Council - Indonesian Ulema Council (DSN-MUI) Number 107/DSN-MUI/X/2016.

Keywords: *Service Strategy, Health Insurance, Post-Pandemic.*

How to Cite:

El Wafa, F., Mariam, M., & Faridah, F. (2023). Service Strategy Of RSUD Brigjend H. Hasan Basry Kandangan To Health Insurance Customers After The Pandemic. Al-Kharaj: Journal of Islamic Economic and Business, 5(3). doi:<https://doi.org/10.24256/kharaj.v5i3.4105>

INTRODUCTION

Every human being needs service, even in the extreme. It can be said that service cannot be separated from human life. (Sinambela, 2006, p. 3). A service is a person's act or action that aims to satisfy consumers (Kasmir, 2008, p. 26). According to Fandy Tjiptono (2014, p. 41), a practical service strategy must be based on a concept or mission easily understood by all individuals in the Hospital and followed by various concrete actions that benefit customers. If the service received is satisfactory, the quality of service will be perceived as good, but on the other hand, if the service received is lower than expected, the quality of service will be perceived as bad (Kasmir, 2008, p. 2).

Service has several dimensions or elements of service quality. According to Cronin and Taylor (1992, pp. 55–68), previous service customer expectations of service quality must be measured and directly compared with their perceptions of service quality to determine customer

satisfaction. The anticipation or desire of customers for service quality is known as customer expectations. The other is the customer's interpretation of actual service quality as customer perception (Parasuraman et al., 1988, pp. 12–40). Service in Islam is a must that must be done in its operation. A business must still pay attention to everything that happens following Sharia principles (Nurhadi, 2020). Fundamentally, the primary basis for doing service is to help others. Helping others is an obligation that is always connected to one's faith (Moenir, 2016, p. 140).

Hospitals are a means of community needs vital in providing services to accelerate improving public health. Therefore, hospitals are required to provide quality services according to established standards and can take care of all levels of society. Quality health services are satisfactory for each service user following the average level of satisfaction of the population and its implementation following the established code of ethics (Cahyadi, 2007, p. 23). RSUD Brigjend H. Hasan Basry Kandangan is a healthcare facility owned by the Hulu Sungai Selatan Regency government and is a type B teaching hospital. RSUD Brigjend H. Hasan Basry Kandangan provides outpatient, inpatient, emergency, surgical, and medical support services.

RSUD Brigjend H. Hasan Basry Kandangan also provides outpatient services that can be done online. The SI IDAH PEDALAMAN application (Information System for Ease of Service) is from RSUD Brigjend H. Hasan Basry Kandangan, which provides services and presents information at RSUD Brigjend H. Hasan Basry Kandangan to the public online. The presence of this application can help in the registration process so as not to wait long at registration/block again, and the use of the application is straightforward with the presence of this application. It is hoped that it can help the community ease of treatment.

Satisfactory service is always prioritized by the parties of RSUD Brigjend H. Hasan Basry Kandangan because service is the provision of services either by the government or the private sector to the community, with or without payment, to fulfill the needs and interests of the community (Hardiyansyah, 2011, p. 33). Determination of the success of health services at RSUD Brigjend H. Hasan Basry Kandangan can be seen from the achievement of service programs that have been carried out. The results obtained from service data are used as an overview and evaluation material for improving and developing services at RSUD Brigjend H. Hasan Basry Kandangan in the future.

Because it has an extensive range of services, hospitals and customers cannot meet directly during the coronavirus (Covid-19). Covid-19 is a virus that causes respiratory infections, ranging from the common cold to serious illnesses such as severe acute respiratory disease / this virus can spread through respiratory droplets from coughs and sneezes. Therefore, RSUD Brigjend H. Hasan Basry Kandangan urges to conduct remote activities and online services using the SI IDAH

PEDALAMAN application. In addition, not everyone can communicate using online media, such as parents and older adults who do not understand the development and advancement of technology. Online media also treats electronic devices and good internet connections so that people who live in areas with poor internet networks will find it difficult to provide online services.

The services RSUD Brigjend H. Hasan Basry Kandangan provided during the pandemic have made various efforts to continue providing quality services. Because this pandemic has had an extraordinary impact, but benefits must continue to be carried out, especially for hospitals that are general areas. There must be many who need medical action. So the RSUD Brigjend H. Hasan Basry Kandangan requires vaccine injections and strictly implements government health protocol guidelines to help prevent covid transmission in implementing the 5M: washing hands, using masks, maintaining distance, avoiding crowds, and reducing mobility.

After the pandemic, the author saw many health insurance customers seeking treatment at RSUD Brigjend H. Hasan Basry Kandangan, so the author wanted to analyze how the services provided by RSUD Brigjend H. Hasan Basry Kandangan could be handled following the promised service standards correctly or this health insurance customer was less satisfied with the service because RSUD Brigjend H. Hasan Basry Kandangan is the largest Hospital, there must be many customers seeking treatment so there must be a lot of waiting So the author wants to explore whether the RSUD Brigjend H. Hasan Basry Kandangan will continue to optimize strength and commitment by continuing to improve performance for health insurance customers and provide satisfying service trust through superior services that can ensure customer satisfaction of health insurance customers.

RSUD Brigjend H. Hasan Basry Kandangan is a Sharia-based hospital. Therefore the author also wants to analyze how services from an Islamic perspective are provided to health insurance customers, whether they have been implemented and provide facilities and can serve patients with Sharia principles so that the author needs to examine the service strategy of Brigjend H. Hasan Basry Kandangan Hospital for health insurance customers after the pandemic.

So far, there are several previous studies that, according to the author, are very relevant to the research. Ucok (2018), the title of the article Service Quality Improvement Strategy at Padangsidempuan General Hospital, in this study, Ucok discusses improving the quality of service in Padangsidempuan Hospital, with its services focusing on improving service quality. Muhammad Alief Ramadhan (2020), with the title Strategy of the ADNAAN WD Regional General Hospital in Peyakumbuh City in Providing Services to Patients During the Pandemic Period. In this study, Alief discusses the hospital strategy in services during the pandemic, with the theoretical basis discussing service strategies and the role of public relations. Wahyu Susilistiadi (2022), with the

title of the article Telemedicine as a Hospital Service Strategy in the Era of the Covid-19 Pandemic. This research uses data collection methods through literature review with the Prisma Flow diagram system which describes the hospital service strategy to provide convenience during the pandemic. The difference from the above research is that the author refers to service indicators in an Islamic perspective, location, and in different periods.

METHODS

This field research is qualitative descriptive, describing events in the field of study and trying to explain, narrate, and interpret a phenomenon that develops in the present (Rahmadi, 2011, p. 66). This field research is qualitative descriptive, describing events in the field of study and trying to explain, tell, and interpret a developing phenomenon (Faisal, 1981, p. 22). With this descriptive method, the author systematically and accurately describes health insurance customer services at RSUD Brigjend H. Hasan Basri Kandangan after the pandemic.

The approach used in this research is qualitative. A method or search to obtain information about existing conditions (Sevilla, 1993, p. 26). In this research approach, the researcher will explore and understand the phenomena of getting data related to the Health Insurance customer service strategy carried out on an object, namely RSUD Brigjend H. Hasan Basry Kandangan. The research uses a qualitative approach, describing when analyzing, describing, and giving meaning to the research results on the service strategy of Health Insurance customers at RSUD Brigjend H. Hasan Basry Kandangan. The results of interrelated observations of health insurance customer service strategies are analyzed by describing and describing them in detail so they can be understood.

The subject of this research is the head of medical services and medical support at RSUD Brigjend H. Hasan Basry Kandangan. At the same time, the object of this research is health insurance customers at RSUD Brigjend H. Hasan Basry Kandangan. The data source in this study is to conduct direct interviews with informants of RSUD Brigjend H. Hasan Basry Kandangan, namely Mrs. Islamiyati, the head of medical services and medical support. As for other data sources, the document documents the cooperation agreement between the Brigjend H. Hasan Basry Kandangan Hospital and health insurance or BPJS Health. Reports from services about the Hospital include profiles and organizational structures.

Researchers interviewed the head of medical services and support at RSUD Brigjend H. Hasan Basry Kandangan. Interviews are accompanied by questions that have been prepared beforehand. Planned interviews aim to obtain systematic and ordered information to facilitate data analysis and processing.

RESULT AND DISCUSSIONS

Post-pandemic Health Insurance Customer Service Strategy at RSUD Brigjend H. Hasan Basry Kandangan

Based on the results of the author's interviews with informants of the Brigjend H. Hasan Basry Kandangan Hospital in services with the head of the Medical Services and Medical Support Division and service staff outline that the services provided by the Brigjend H. Hasan Basry Kandangan Hospital will never run away from a service that plays a role in supporting the running of the wheels of activity from the Hospital. Therefore it is necessary to have a good and correct service or strategy to improve service quality. RSUD H. Hasan Basry Kandangan must have the right approach to improve services and regain the community's trust.

The Covid-19 pandemic changed a lot of consumer behavior. Along with this pandemic, many people are reluctant to seek treatment at the Hospital and prefer self-medication rather than coming to the Hospital. At times like this, the Hospital must have the right strategy to keep increasing customers' trust again. Of course, during this pandemic, people must be afraid to seek treatment at the Hospital. Therefore, the Hospital to change or implement a new strategy. Namely, the marketing and finance teams who collaborate to find the right way to restore and increase the trust of insurance customers in the B. Hospital. The public considers H. Hasan Basry Kandangan as a Covid-19 hospital and identifies services in the Hospital.

To provide and improve services in post-pandemic hospitals, which previously had several services closed, these services were reopened, such as VIP and Pulmonary care rooms, related to the policy of patient visiting hours returned to what it was before the Covid-19 pandemic and continuously improving existing services to meet the patient treatment needs by adding new types of services following the availability of human resources and medical devices.

To provide and improve existing services to meet patient treatment needs with the availability of human resources and medical devices. This data collection is carried out following 5 (dimensions) service dimensions: as follows.

a. *Assurance*

RSUD Brigjend H. Hasan Basry Kandangan guarantees its customers security in transactions, and health insurance guarantees customers health protection. This is one form of the service supplied by RSUD Brigjend H. Hasan Basry Kandangan to health insurance customers so that customers feel safe becoming health insurance customers by complying with existing regulations, having backup data stored safely, using data encryption, and routinely conducting risk assessments.

RSUD Brigjend H. Hasan Basry Kandangan guarantees security with a security guard in front of the room because the presence of the security guard makes security for customers in

making transactions so that if there is a problem at RSUD Brigjend H. Hasan Basry Kandangan, it will be easy to know. The customer's transactions will remain safe.

b. *Responsiveness*

RSUD Brigjend H. Hasan Basry Kandangan is very alert in helping customers by responding to customer requests attentively, and the speed of employees in service can be seen by communicating well with customers. The Brigjend H. Hasan Basry Kandangan Hospital also always directs the patient or guides the course of treatment from beginning to end. This application makes it easier and very helpful for customers seeking treatment.

c. *Tangible*

RSUD Brigjend H. Hasan Basry Kandangan in maintaining the quality of service prioritizes such as the availability of contact chargers in the waiting room for customers and bicycles for employees to speed up to the destination because RSUD Brigjend H. Hasan Basry Kandangan is a large and spacious hospital so if walking will take a long time. Equipment provided, such as wheelchairs, to make it easier for customers. Employees are ready to help push patients to their destination to prioritize customers' interests.

Parking is quite intelligent because parking is differentiated where the location of motorcycle or motorcycle parking differs. In contrast, parking for employees is different, so there is a special place to facilitate employees and customers. Equipment and facilities such as attention to soap for washing hands are already because RSUD Brigjend H. Hasan Basry Kandangan maintains cleanliness for mutual convenience.

d. *Empathy*

RSUD Brigjend H. Hasan Basry Kandangan is very concerned about the interests of customers or insurance patients who seek treatment by facing customers attentive to customers. If the customer comes to RSUD Brigjend H. Hasan Basry Kandangan is considered a king/queen because the service at RSUD Brigjend H. Hasan Basry Kandangan does not discriminate against customers. Customers are essential in hospital services, so it must be wholeheartedly. RSUD Brigjend H. Hasan Basry Kandangan prioritizes customers' interests to facilitate and understand their needs to feel cared for.

e. *Reliability*

RSUD Brigjend H. Hasan Basry Kandangan maintains services by prioritizing friendliness and speed of employees in meeting customer needs regarding customer questions or problems. When customers come to RSUD Brigjend H. Hasan Basry Kandangan, employees must be ready to help with questions or issues. However, if employees cannot answer, ask for help from a service

head to provide solutions to these problems. This means the RSUD Brigjend H. Hasan Basry Kandangan employees will not be in it and will solve the problem following the promised service.

In addition, RSUD Brigjend H. Hasan Basry Kandangan also always maintains and improves services to health insurance customers by carrying out the mission of RSUD Brigjend H. Hasan Basry Kandangan itself, namely by organizing quality health services as a referral hospital. So it can be concluded that the service of RSUD Brigjend H. Hasan Basry Kandangan has provided services as well as possible, and customers have been satisfied with the services offered because it follows the agreement.

Health Insurance Customer Service Strategy in the Perspective of Islamic Service Strategy

Based on the results of the author's interview with the informant, it was said that RSUD B. H. Hasan Basry Kandangan is a Sharia-based hospital that provides health services by implementing Sharia standards following the Sharia Quality Indicators set by DSN-MU, such as reminding prayer times, accompanying talqin patients to death and installing DC according to gender. RSUD Brigjend H. Hasan Basry Kandangan also provides nutrition and laundry services that are halal certified. There are several religious activities such as live Islamic studies (Youtube) and studies in the mosque, the chanting of the holy Qur'an every morning, and the availability of prayer equipment in each treatment room.

The implemented Sharia principles are based on the Fatwa of the National Sharia Council - Indonesian Ulama Council (DSN-MUI) Number 107/DSN-MUI/X/2016 concerning Guidelines for implementing Hospitals Based on Sharia Principles. So, hospitals certified as Sharia Hospitals have not only met the standards of quality service & patient safety but also implemented the Sharia principles of financial administration and services. To obtain Sharia certification, hospitals must be accredited by the Hospital Accreditation Commission (KARS) and pass an examination from MUKISI. DSN-MUI then provides certificates to hospitals that have been accredited.

In addition, eight indicators of minimum service standards must be owned by Sharia hospitals, especially RSUD Brigjend H. Hasan Basry Kadangan, including reading "bismillah" in the administration of drugs and actions. Then, hijab for female Muslim patients, mandatory training for fiqh patients, Islamic education (leaflets or spiritual books), and installation of ECG according to gender. Other requirements include the use of breastfeeding hijab, the use of hijab in the operating room, the scheduling of elective surgery (planned) or not coinciding with prayer times, and providing slippers for the toilet to maintain the patient's purity. In contrast, in the bathroom, this will keep it sterile.

RSUD Brigjend H. Hasan Basry Kandangan also provides health services by applying sharia standards that in RSUD Brigjend H. Hasan Basry Kandangan dressed in closed, polite, and neat. The employees must also pray and remind the prayer time of the customer because the obligation must be carried out.

It can be seen if we visit the RSUD Brigjend H. Hasan Basry Kandangan in the waiting room to hear the chanting of the holy verses of the Qur'an and religious studies that are routinely carried out, and these studies can be seen from live YouTube. As the food provided is guaranteed and halal certified, RSUD Brigjend H. Hasan Basry Kandangan also pays attention to the time of performing planned scheduling operations so as not to coincide with prayer time. The concept of implementing services in Islam is as follows :

a. Principle of Mutual Aid

RSUD Brigjend H. Hasan Basry Kandangan provides services by providing convenience in the sense that it is ready to lend a hand to customers if they ask for help because it follows the Islamic principle to help each other to reduce or find a way out of difficulties.

b. Principle of Equality

RSUD Brigjend H. Hasan Basry Kandangan provides services without discriminating whether it is from what group because all are the same. Most importantly, the services provided must satisfy health insurance customers.

c. The Principle of Mutual Love

The nature of mutual love is always instilled by Brigjend H. Hasan Basry Kandangan Hospital, especially in terms of service employees must treat customers well as they treat themselves.

d. Principle of Gentleness

RSUD Brigjend H. Hasan Basry Kandangan is very careful to say good, polite, and gentle words, avoiding harsh words so customers feel comfortable carrying out medical treatment.

e. Family Principle

RSUD Brigjend H. Hasan Basry Kandangan always presents a sense of family in service because RSUD Brigjend H. Hasan Basry Kandangan considers all customer's family.

RSUD Brigjend H. Hasan Basry Kandangan provides services following the mission of developing superior services, education, and research based on information technology in religious life. So it can be concluded that the RSUD Brigjend H. Hasan Basry Kandangan has implemented sharia services and customers feel the service per the promise and principles of sharia. Because it always presents the concept of service in Islam which is always shown and the employees of the Brigjend H. Hasan Basry Kandangan Hospital follow what the customer feels when doing medical

treatment, such as knocking and saying Excuse me before entering the room, always helping,, guide the way if confused, for medical examinations also ask permission before examining, and if it is finished in treatment then the employee says "get well soon," this is the customer feels so that the customer feels with maximum satisfaction.

CONCLUSION

Based on research conducted in the field at the Brigjend H. Hasan Basry Kandangan Hospital, it can be concluded that service is essential for hospitals. Service strategies in the pandemic must be adjusted to the current situation because to maintain good service, customers feel satisfied with service. Brigjend H. Hasan Basry Kandangan Hospital services in operational activities have carried out 5 (five) dimensions of service quality, namely: reliability is the provision of services as promised by RSUD Brigjend H. Hasan Basry Kandangan, responsiveness serving customers following service standards coupled with implementing health protocol rules, assurance (assurance) fosters a sense of security and trust of customers to RSUD Brigjend H. Hasan Basry Kandangan, physical evidence (tangible) RSUD Brigjend H. Hasan Basry Kandangan provides advice and infrastructure following the needs and desires of customers, empathy RSUD Brigjend H. Hasan Basry Kandangan can understand the needs of health insurance customers and provide services with full attention.

RSUD Brigjend H. Hasan Basry Kandangan provides services following Sharia principles. In its operational activities, employees speak softly, always present a sense of family in service, and always help customers in difficulty, meaning that the attitude of helping is inherent and must be given in employees for customers, and the most important thing is to remind prayer times and provide prayer completeness and prayer guides to all insurance customers who carry out the treatment.

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