

CHAPTER I

INTRODUCTION

1.1 Background to the research

Good health is treasure of inestimable value. It has implications for individual and national economic activities. Universal Declaration of Human Rights by the United Nations (PBB) 1948 (Indonesia join to signed it) and the Law Constitution of the Republic of Indonesia Year 1945 on Article 28 H, define that healthcare is the right for each person and all of citizens can get health services include the poor citizens, and its implementation carried out gradually according to financial capability of Government and Regional Government (Indonesia Jamsos, 2013). The realization of healthcare is developing, it's prove with the changing in Law Constitution year 1945 on article 34 paragraph 2, said that the country is developing Social Security System for Indonesia citizens (Indonesia Jamsos, 2013).

By developing the Social Security System, it's mean that our government think it's really important and have commitment to increase the welfare of the citizens. The purpose of Social Security System is to ensure that all people in order to fulfill basic needs of their decent life. Indeed, "the health of people not only contribute to better quality of life but is also essential for the sustained economic and social development of a country as a whole" (Wikipedia, 2013). In order to provide the needed of the people especially in Indonesia, the government makes Public Health Center. Public health centers provide health services to every people from any

ages with low cost. By this program governments wants to make all of the people especially Indonesian who are not have enough money to go to the hospital they can choose community health centers as alternative.

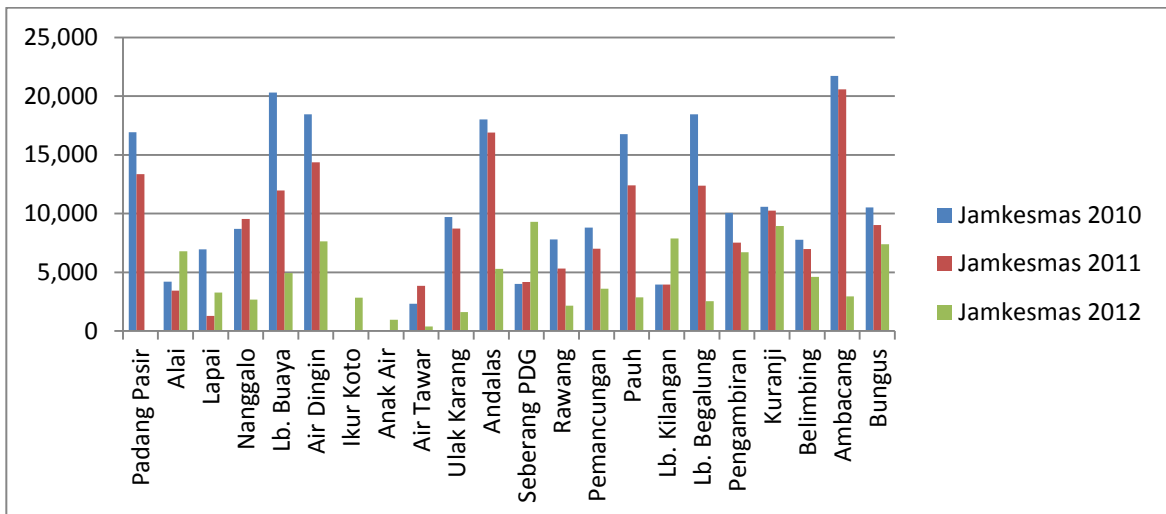
Public Health Center is a health technical unit under the supervision of the District Health Office / City. In general, they have to provide preventive, promotive, and curative to rehabilitative efforts both through individual health (UKP) or public health efforts (UKM). However, public health centers can provide inpatient services other than outpatient services. Priority should be developed by the Public Health Center must be directed to a form of basic health services that emphasizes the promotion and prevention (public health service) (Wikipedia, 2013) .

In the globalization era the income and the financial of the people in Indonesia are improving, also the needs of them are increasing too. Especially nowadays is not difficult to find the public health centers in our place because they build every main area or suburbs area in your city. As we can see in Padang, the government builds around 20 Public Health Centers in 10 sub-districts based on City Health Department but in year 2012 the Primary health center become 22. Every Public Health Centers has same program of healthcare service. One of the program in primary health center is Public Health Insurance or we also known as JAMKESMAS. Jamkesmas (acronym for Health Insurance) is a program of health insurance for citizens of Indonesia who provide social protection in health to ensure the poor and cannot afford the dues paid by the government for basic needs decent

health can fulfill. Program is run by the Department of Health since 2008 (Dinas Kesehatan Kota, 2011).

Based on City Health Department data from 2010-2012, citizen who used Jamkesmas card that visit public health center is decreasing. As we can see at table 1.1 from the chart start from year 2009-2012, patient who has Jamkesmas card that visited Public Health Center in Padang was decreasing.

Figure 1.1
Visited of Jamkesmas to Public Health Center in Padang at 2010-2012



Source: Laporan DKK (2011)

At Figure 1.1 as we can see that the total visited of Jamkesmas in Public Health Center (PHC) is decreasing at some place, especially at Ambacang PHC. At Ambacang PHC is declining sharper start especially at 2012 than the other Public Health Center in Padang City. As a healthcare institution, which aims to improve the health, public health centers have been instrumental in maintaining and improving public health. So that's why the public health centers need to improve their quality

services, and build the corporate image of the PHC also trust among the customer in order to get the customers satisfaction and their loyalty. Based on the data that the researcher got from Data Report of City Health Department and the visited rate from people who use Jamkesmas it shown in Table 1.1. The visited rate got from the total of list people have Jamkesmas card, divided with total of visitors who use Jamkesmas. Data for Public Health Center of Ikur Koto and Anak Air for year of 2010-2011 it's empty, because both of them are new Public Health Center.

Table 1.1
Visited Rate of Jamkesmas Patient from 2010-2012

No	PHC	Visited Rate		
		2010	2011	2012
1	Padang Pasir	1.18	0.94	2.1
2	Alai	0.81	0.66	1.56
3	Lapai	1.98	0.36	1.31
4	Nanggalo	1.25	1.37	1.4
5	Lb. Buaya	1.14	0.67	2.32
6	Air Dingin	1.37	1.06	2.57
7	Ikur Koto	-	-	3.79
8	Anak Air	-	-	6.49
9	Air Tawar	0.8	1.34	1.78
10	Ulak Karang	2.09	1.88	0.88
11	Andalas	0.92	0.86	2.1
12	Seberang PDG	0.89	0.92	2.09
13	Rawang	1.72	1.86	1.71
14	Pemancangan	1.26	1.08	2.23
15	Pauh	1.45	1.07	1.46
16	Lb. Kilangan	0.54	0.54	2.85
17	Lb. Begalung	1.06	0.71	2.58
18	Pengambiran	1.01	0.75	1.11
19	Kuranji	2.44	2.37	0.94
20	Belimbing	0.69	0.62	3.76
21	Ambacang	2.25	2.12	1.31
22	Bungus	1.21	1.03	1.65

Source: Laporan DKK (2011)

Corporate image is what the customer remembers about the company. In this situation the customer remain about Public Health Center's image. The other hand there is trust, Trust is the willingness to rely on an exchange partner in whom one has confidence (Moorman et al., 1992). It takes place when there is a confident exchange of reliability and integrity between two parties (Morgan and Hunt, 1994). Service quality is a perception resulting from attitudes formed by customer's long-term, overall evaluations of performance. Delivering high-quality service is based on an attitude of serving customers (Reid and Bojanic, 2010). Customer satisfaction is how the company or organization fulfills what the expectation of customer from their product or service. In order to fulfill the customer satisfaction the company need to know what the customer wants or need conduct to the service quality of the company or organization. Beside corporate image of and trust will be influence the customer satisfaction too.

Based on the visited Jamkesmas report from City Health Department in Padang that some Public Health Center was suddenly decreasing especially at Ambacang PHC and the researcher choose customer satisfaction as the focus variable because when the researcher want to start the research, the researcher try to find the reason from the respondent in Ambacang PHC. Based on the respondents information the researcher knew that the respondent don't satisfy, so the writer interest to do the research for **“The Relationship Of Corporate Image, Trust, And Service Quality Of Jamkesmas Patients On The Customer Satisfaction In Public Health Centers”**.

1.2 Problem Statement

Based on the case background at above, we have several problems statement:

1. Is the Corporate Image of Public Health Center has relationship with the Jamkesmas's customer satisfaction in Ambacang Public Health Center?
2. Is the Service Quality has relationship with the Jamkesmas's customer satisfaction in Ambacang Public Health Center?
3. Is the Trust of the customer has relationship with the Jamkesmas's customer satisfaction in Ambacang Public Health Center?

1.3 Objective of the research

The objectives of this study were to :

1. To know the corporate image has relationship with the Jamkesmas's customer satisfaction in Ambacang Public Health Center.
2. To know the service quality has relationship with the Jamkesmas's customer satisfaction in Ambacang Public Health Center.
3. To know the trust of the customer has relationship with the Jamkesmas's customer satisfaction in Ambacang Public Health Center.

1.4 Scope of the research

This research use two types of variables, there are independent variable and dependent variable. The independent variables are Corporate Image, Service Quality, and Trust then the dependent variable is Customer Satisfaction. The most important asset for the Service Company or organization is customer satisfaction. Public health

center is the service organization, and there are some factors that affect the customer satisfaction. This research has three variables that affect the customer satisfaction. Each customer has different perception about corporate image, trust and service quality of the Jamkesmas program in Public Health Center. So, there are some public health center have low visited especially for the Jamkesmas program.

The goals of the research to know and analyze corporate image, trust, and service quality have relationship with customer satisfaction. Beside that the researcher wants to find the influence of corporate image, trust, and service quality to the customer satisfaction in Jamkesmas program at Public Health Center. The research will provide the questionnaire to the Jamkesmas patient in Ambacang public health center. The research can show which one give the significant effect to the patient satisfaction. The purpose of this study is to know which variables that will affect the patient satisfaction for Jamkesmas program in Ambacang public health center.

The results of this study are expected to provide information to the relevant organization or may be used as consideration to in maintain customer satisfaction by improve and develop the corporate image, service quality, and the customer's trust to make better performance.

1.5 Contribution of the research

The contributions expected from this research are as follows:

1. For the researchers

To improve the knowledge of the researcher about problem in healthcare management, then to build the corporate image, service quality, trust also patient satisfaction.

2. For the institution

This research help the Public Health Center to know how important the customer satisfaction in order to improve their quality, build the image and trust. Also this research will give them suggestion to make better performance or fix and improve their quality, image and trust in the future.

3. For the next researcher

Expected it will become a reference for further research.