

Service Improvement through Customer Service Training at the Luhur Medika Center Primary Clinic

Angga Dewi Anggraeni¹, Senny Handayani Suarsa^{2*},
Asaretkha Adjane Annisawati³, Tamadara Hilman⁴

^{1,2,3} DIV Business Management, Vocational School Faculty, Universitas Logistik dan Bisnis Internasional,
Jalan Sariasih No.54, Bandung, 40151 - Indonesia

⁴ DIV Business Logistics, Vocational School Faculty, Universitas Logistik dan Bisnis Internasional,
Jalan Sariasih No.54, Bandung, 40151 - Indonesia

*E-mail corresponding author: sennyhandayani@ulbi.ac.id

Received: 28 Januari 2023; Revised: 25 Maret 2023; Accepted: 10 Mei 2023

Abstract. Luhur Medika Center (LMC) Primary Clinic is a company engaged in the pharmaceutical and health sector that provides primary and specialist medical health services. As a primary clinic, LMC needs to provide quality essential medical services, be easily accessible and provide services at affordable prices. However, several obstacles are experienced by the clinic, especially regarding services. Among them are consumer complaints regarding the length of waiting time, lack of serving staff, and uninformative customer service. With competent customer service, service can be improved by reducing patient waiting time and patient scheduling, so patients do not need to be crowded in the waiting room. One way is through customer service training. The customer service training program was chosen to train frontline employees with basic knowledge of handling consumers well and increase customer satisfaction. The training methods used in this activity are the preparation and implementation stages, program evaluation, and reporting. The results show that the program has been achieved, marked by an increase in participants' understanding and knowledge so that the results can be applied and utilized by participants and the LMC clinic as a partner of this training program.

Keywords: Clinic, customer service, service improvement, training

DOI: 10.30653/jppm.v8i2.400

1. INTRODUCTION

Luhur Medika Center (LMC) Primary Clinic is a pharmaceutical and basic medical health service company under Permenkes no 28 of 2011 regarding the establishment of clinics (Sedyaningsih, 2011). Currently, the LMC clinic has two types of medical staff and specialists who already have a Practice License (SIP), namely eight general practitioners, two dentists, and two health workers who already have SIPA (Apothecary Practice License), and for carrying out its daily operational activities, the clinic is assisted by fourteen staff.

As a primary clinic, LMC is needed to improve public health status (Ngambut & Takesan, 2021; Ulumiyah, 2018) by providing quality basic medical services, easily accessible and providing services at affordable prices (Ahmad & Napitupulu, 2021; Maulina et al., 2019; Munawar et al., 2021), especially for the Andir sub-district and its surroundings. The medical services provided are one-day care and outpatient care. In line with its service activities, there are several obstacles experienced by the clinic, especially concerning service. Among them are consumer complaints regarding the length of waiting time, lack of serving staff and uninformative customer service. Reliable and informative customer service is one thing that can improve service (Age, 2022; Nurul et al., 2022; Suarsa et al., 2022). With competent customer service, services can be improved by reducing patient waiting time and scheduling, so patients do not need to be crowded in the waiting room (Fuada et al., 2022; Jayanti, 2022). So that with good service quality like this will increase the number of consumers to make visits to the clinic (Bahia et al., 2000; Suarsa et al., 2021). Seeing the importance of providing quality health services to patients, clinics must start improving by providing optimal service. One way is to provide good knowledge to its service personnel, including training on service techniques through customer service training. The hope is that this customer service training will provide knowledge transfer regarding knowledge, theory, techniques, and practice in serving customers well.

Based on this, a customer service training program was chosen to train the frontline to have basic knowledge of handling consumers well and increase customer satisfaction. Referring to the company's external and internal analysis, the clinic faces constraints on the ability of customer service to serve. The high customer service burden makes companies need to increase the competence of their employees because currently, the ability of customer service still needs to be improved. It is dangerous for the company considering the role of customer service as the company's frontline. Furthermore, even during this pandemic, customer service was tasked with carrying out the retention of existing customers so they could make repeat purchases. It is important because repeat visits by existing customers can help the company's cash flow stay healthy.

2. METHOD

The stages of the program can be seen in Table 1.

Table 1. The stages of the program

A. Preparation		
1.	Introduction	Identify the needs and problems & of partners
2.	The grouping of the expert team	Adjusted according to their respective expertise
3.	Preparation of Proposals	Offering solutions & activity funds
4.	Team & Partner Coordination	Brainstorming the Team & Partners program
5.	Tools & Materials	Tools, materials and activity materials

B. Implementation

Training	Activities carried out through training, discussion and question and answered (1 x 120 minutes)
----------	---

C. Evaluation

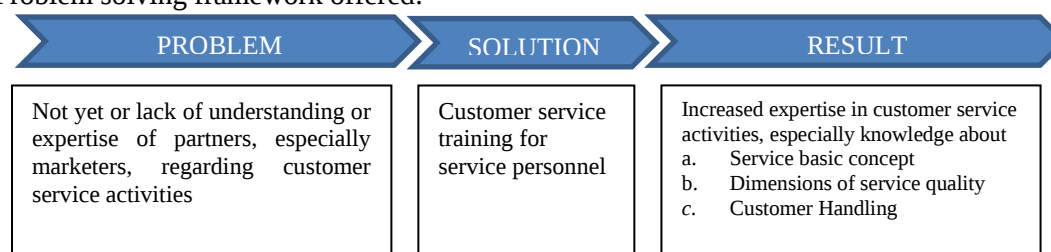
Comparing the conditions before and after the implementation of the program. As well as positive changes from partners
--

D. Reporting

Scientific publications and program accountability reports
--

Source: Anggraeni, Suarsa, Annisawati, and Hilman, 2022

Problem solving framework offered:



Source: Anggraeni, Suarsa, Annisawati, and Hilman, 2022

Figure 1. Community Service Problem, Solution, and Result

There are several implementation methods used in program implementation, namely:

1. Training: The program begins with the presentation of training materials regarding sales operations and has been adapted to the needs of partners, consisting of:

Table 2. Community service program materials

No	Speakers	Program Materials	Tools & Materials
1.	Angga Dewi A	Basic concept of marketing	Papers and presentation slides
2.	Senny Handayani S	Basic concept of service	
3.	Asaretkha Adjane A	Dimensions of service quality	
4.	Tamadara Hilman	Satisfaction and managing customer service	

Source: Anggraeni, Suarsa, Annisawati, and Hilman, 2022

2. Discussion: In the form of question and answer, it is done so that the participants better understand the material that has been presented.

3. RESULTS AND DISCUSSION

The program was carried out on Friday, 17 June 2022, at the LMC clinic, which is located at Jl. Sudirman No. 472 Bandung. Twelve participants attended the activity. The activity takes place from 09.00-12.00 WIB.

Dr Angga Dewi Anggraeni, presented the first material regarding the basic concept of service. This material is provided to provide basic knowledge to participants regarding the importance of service so that customers are satisfied and want to return to using the services that the LMC clinic provides. This first material also provides knowledge about moments of truth between service providers and customers during community service activities. The team also identifies that the LMC

Clinic uses high-contact moments of truth because customers or patients are actively involved and focus on the personnel and facilities involved. Participants are also involved in identifying factors influencing service, such as employee motivation, number of employees, leadership, workforce quality, organizational culture, and employee welfare. Furthermore, the presentation of the material focuses on the principles of excellent services, such as maintaining attitude, attention and action when serving customers so that excellent service can be created.



Figure 2. Activities for providing service materials

Asaretkha Adjane Annisawati delivered the second material regarding service excellence. The material in excellent service is to provide training participants with knowledge about the level of service provided by the LMC clinic so that it can meet customer expectations. Participants are given knowledge about service quality factors such as service perceptions and service expectations which sometimes differ from one customer to another. Customers seek treatment to get satisfactory service. In addition, participants were also provided with the dimensions of service quality, namely physical evidence (Tangible), Empathy, Assurance, Reliability, and Responsiveness, so that there is no gap between expectations and reality.

The last material presented to the participants was regarding handling consumer complaints, conveyed by Senny Handayani Suarsa. In this material, participants are directed to provide services that are usually product-oriented, now change to customer-oriented because dissatisfied customers can tell several people about their dissatisfaction, resulting in a decrease in LMC clinic income. The presentation material presented also includes why customer service must be able to handle customer complaints and pay more attention because this will lead to loyalty. In this material, participants are also presented with effective ways of handling complaints and practising and practising directly in handling customer complaints.

Table 3. Evaluation of increased customer service knowledge

Activity	Indicator	Result	% Before	% After	Information
<i>Moment of Truth</i>	Identification for moments of truth and service	Moment of truth technique	41%	90%	Participant knowledge about service and moment of truth increased by 49%
<i>Service Excellent</i>	Identification for tangible, empathy, reliable, responsiveness and assurance	Teknik Service quality Technique	37%	83%	Participant knowledge about service and moment of truth increased by 46%

Activity	Indicator	Result	% Before	% After	Information
<i>Handling customer Complaint</i>	Identification for listen, clarify, explain, apologize, and agree	Handling complaint technique	42%	92%	Participant knowledge about service and moment of truth increased by 50%

Source: Anggraeni, Suarsa, Annisawati, and Hilman, 2022

The table above shows that the Community Service program regarding customer service has been achieved, marked by an increase in participants' understanding and knowledge so that the results can be applied and utilized by participants and the LMC clinic as a partner of this training program.

4. CONCLUSION

Luhur Medika Center (LMC) Primary Clinic still received several patient complaints, such as long waiting times, insufficient staff to serve because patients in the Covid-19 era were overloaded, and uninformative customer service. This Community Service is carried out to train customer service with basic knowledge about consumers and is expected to increase consumer satisfaction.

The implementation of the Community Service program was attended by 12 service administration staff at the LMC Primary Clinic. Community Service activities are divided into the preparation stage, the implementation phase, the evaluation of the program, and reporting. In the implementation stage, increasing expertise in customer service is carried out by transferring knowledge to participants, especially knowledge regarding basic marketing concepts, basic service concepts, dimensions of service quality and satisfaction, and managing customer service. The material was delivered by four presenters assisted by three students from the the International Logistics and Business University. During the training, partners are actively involved in the entire program, from formulating problems to the activity evaluation stage. At the end of the training program, the output of Community Service activities has been achieved. Participants' knowledge of several indicators in service activities has shown an increase, such as knowledge of moments of truth increased by 46%, knowledge of service excellent increased by 46%, and knowledge of handling customer complaints increased by 50%.

ACKNOWLEDGEMENTS

The authors would like to thank the leadership and academic community of the International Logistics and Business University who have supported this community service activity, especially LPPM, which has provided financial support so that this activity can be carried out properly. Likewise with the leadership and all service staff at the Luhur Medika Center Primary Clinic who have participated, as well as students who have assisted in carrying out this activity.

REFERENCE

- Age, P. S. S. S. (2022). *Peranan Customer Service dalam Menerapkan Service Excellent pada Bank Muamalat Kantor Cabang Malang*. Universitas Hayam Wuruk Perbanas, Surabaya.
- Ahmad, H., & Napitupulu, M. (2021). Hubungan Mutu Pelayanan Kesehatan Terhadap Tingkat Kepuasan Pasien Rawat Jalan Di Puskesmas Mangasa Kota Makassar. *Jurnal Kesehatan Ilmiah*

- Indonesia (Indonesian Health Scientific Journal)*, 6(2), 193.
<https://doi.org/10.51933/health.v6i2.546>
- Bahia, K., Paulin, M., & Perrien, J. (2000). Reconciling Literature About Client Satisfaction and Perceived Services Quality. *Journal of Professional Service Marketing*, 21(2), 27–43.
<https://doi.org/10.1300/J090v21n02>
- Maulina, L., Madjid, T. A., & Chotimah, I. (2019). Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Peserta Bpjs Di Unit Rawat Inap Puskesmas Cibungbulang Kabupaten Bogor Tahun 2018. *Promotor*, 2(2), 130. <https://doi.org/10.32832/pro.v2i2.1798>
- Munawar, M. M., Hurriyati, R., Sultan, M. A., & Suarsa, S. H. (2021). Satisfaction and Revisit Intention of Tourist in Bandung. *Advances in Business Management and Entrepreneurship*, 284–290. Taylor & Francis Group, London.
- Ngambut, K., & Takesan, I. (2021). Meningkatkan Mutu Layanan Kesehatan Puskesmas melalui Penyediaan Air, Sanitasi, dan Kebersihan yang Berkelanjutan. *Jurnal Pengabdian Pada Masyarakat*, 6(4), 995–1004. <https://doi.org/10.30653/002.202164.808>
- Nurul, A., Azhar, A., & Perkasa, A. A. (2022). Pengaruh Service Excellence Oleh Customer Service Terhadap Kepuasan Nasabah Pada Bank Muamalat Kcp Stabat. *Jurnal Kitab Iqtishad*. Retrieved from <https://jurnal.islahiyah.ac.id/index.php/jki/article/view/57%0Ahttps://jurnal.islahiyah.ac.id/index.php/jki/article/download/57/48>
- Sedyaningsih, E. R. *Peraturan Menteri Kesehatan Republik Indonesia*. Pub. L. No. 028/Menkes/Per/I/2011, 12 (2011).
- Suarsa, S. H., Anggraeni, A. D., & Aritonang, R. F. (2022). IndiHome Customer Loyalty in Bandung: Service Quality and Price. *Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)*, 657(Gcbme 2021), 293–298. <https://doi.org/10.2991/aebmr.k.220701.057>
- Suarsa, S. H., Nainggolan, F., & Diawati, P. (2021). Pos Express: Brand Awareness and Perceived Quality. *Journal of Applied Business and Economic (JABE)*, 8(1), 16–28.
- Ulumiyah, N. H. (2018). Meningkatkan Mutu Pelayanan Kesehatan Dengan Penerapan Upaya Keselamatan Pasien Di Puskesmas. *Jurnal Administrasi Kesehatan Indonesia*, 6(2), 149. <https://doi.org/10.20473/jaki.v6i2.2018.149-155>