

The Effect of Covid-19 Vaccine Service Quality on Community Satisfaction at the Hauranggung Health Center, Garut Regency

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Abstract

The Covid-19 pandemic has compelled public service institutions, notably Puskesmas, to provide Covid-19 immunization services to the public. The study's goal was to investigate the impact of service quality on community satisfaction in the Covid-19 vaccine service at the Hauranggung Health Center in Garut Regency. By employing a quantitative methodology, conducting research via a survey, and distributing questionnaires to 100 respondents via a purposive sampling method. Using the SPSS 25 analysis tool, the data was then analyzed using multiple regression. The findings revealed that four of the five service quality criteria, namely responsiveness, dependability, integrity, and fairness, had an impact on the satisfaction of people who got immunization services at the Hauranggung Garut Health Center. The reliability variable has no effect on community satisfaction. The responsiveness variable has the most impact on community satisfaction in the Covid-19 immunization service at the Hauranggung Health Center in Garut Regency, while reliability has the least effect.

Keywords

public policy; service quality; community satisfaction; covid-19 pandemic.



I. Introduction

Good government performance can be judged from the quality of service. Good service quality will give a positive impression for a country's government. It is important for an institution or organization to improve the quality or quality of a service (Setyawati et al, 2018). The quality of public services is now a hot topic discussed every year. Moreover, the quality of public services in Indonesia has not yet reached its peak and seems to have stopped at the middle line (Mahsyar, 2011). It can be seen from the complaints of the community that are increasingly felt both verbally and in writing. Advances in media technology make it easier for people to voice their assessments regarding the quality of current public services (Lindawati et al, 2021). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

The quality of public services can be measured in terms of products or services. Public goods services are commodities and services that the community requires (Kurniawan, 2016). For example, electricity supply, telephone network, clean water and others. Public services that are services are services that provide the following facilities with other supports. The form of this public service is transportation services, both land, sea and air, health services and others that support the facilities and infrastructure (Dwimawanti, 2004).

The form of public service services is health services. Become a public service that cannot be separated from the community. This is because getting health services is a right for everyone (Neng Kamarmi, 2011). Article 28 H paragraph (1) states that every citizen

has the right to live in physical and spiritual prosperity, to have a place to live in a healthy condition and have the right to obtain health services. So that government and private institutions should provide good health services and meet the needs of all levels of society (Dwimawanti, 2004).

From 18 to 29 December 2019, 5 cases were found with the diagnosis of ARDS (Acute Respiratory Distress Syndrome) in the Wuhan area, China (Ren et al, 2020). Based on epidemiological data, 66% of patients were exposed to one of the live markets or seafood markets in the region. Samples of patient isolates showed infection with a new type of betacoronavirus corona virus called Coronavirus (2019-nCoV) (Huang et al, 2020). It is known that this virus can be transmitted between humans and has spread to almost all regions in China and 190 other territorial countries. (WHO, 2020) On March 9, 2020 WHO (World Health Organization) declared a COVID-19 pandemic.

This virus is relatively new and has shocked the whole world. With a very large number and in a fast time, experts are confused about finding solutions to overcome the spread of this virus and have not found a definite drug to eradicate the virus. So that the only thing that can be done at the beginning of the pandemic is to prevent exposure to COVID-19. The policies made by the government regarding Large-Scale Social Restrictions (PSBB) are one of the best ways for the time being (Agustino, 2020).

West Java is one of the provinces with the highest Covid-19 cases in June 2021 with 23,021 new cases (CNBC Indonesia, 2021). In the June 2021 period, Garut Regency, which is one of the regencies in West Java with Covid-19 cases, with an average of 376 cases per day spread across 42 sub-districts, 422 villages and 12 urban villages. In that period, there were 4 sub-districts in Garut Regency with the highest number of cases, including Tarogong Kidul District, Garut Kota District, Tarogong Kaler District, and Karangpawitan District (Bandung Bisnis, 2021).

Responding to this situation, the Garut Regency government is promoting a mandatory Covid-19 vaccine program with the Sinovac vaccine type. The location of the Covid-19 vaccine is not only in the Pendopo Garut vaccine center, but is spread in several other locations such as the Puskesmas, Village Offices, Public Housing, Schools and many other locations. There are 67 health centers that have been prepared by the Garut Regency government for the location of the Covid-19 vaccine, and one of them is the Haurpanggung Health Center (Republika, 2021).

As one of the vaccine locations, the Haurpanggung Health Center, located in Tarogong Kidul District, actively informs its activities on its website, puskesmas-haurpanggung.com. In the context of public service accountability, the Haurpanggung Health Center also publishes the results of the 2020 Community Satisfaction Survey. In general, the results of the Community Satisfaction Index (IKM) from the pharmacy, laboratory, registration, MCH, general and other departments are in the "GOOD" category. In contrast to services in 2020, in 2021 there will be far more users of the Haurpanggung Health Center because apart from providing general health services, it is also one of the Puskesmas that administers the Covid-19 vaccine.

Research on Covid-19 vaccine services has been carried out by several researchers, such as at the Mojo Health Center in Surabaya (Fadhilah et al., 2021). This study uses the dimensions of public service from Parasuraman et al. (1988) which consists of tangibles, reliability, responsiveness, assurance, and empathy. Based on this research, this study aims to measure public services using the dimensions proposed by the OECD (2017). The dimensions include responsiveness, reliability, integrity, openness and fairness.

Public services have often been associated with community satisfaction (Kiptiyah et al., 2019). Satisfaction with government services can be studied at various levels. At the

most fundamental level, one may see how operational quality of a public service translates into service satisfaction (Van de Walle, 2018).

Based on the explanation above, this study also intends to analyze "The Effect of the Quality of Covid-19 Vaccine Service on Community Satisfaction at the Hauranggung Health Center, Garut Regency".

II. Review of Literature

2.1 Public service

Public services are not services in the sense of distinguishing "services" from the manufacturing, construction or production industries, or in the sense that distinguishes services from other aspects of production (Spicker, 2009). Customers of public organizations are citizens (Alizadeh & Kianfar, 2013). Spicker (2009) states that public services are efforts to provide goods and services to individuals, families and communities. Syafingi (2017) presents public services in the form of public service standards which are used as guidelines for service submission. Meanwhile, Hermawan (2018) stated that the purpose of public services is the government's effort to provide the access needed by the community.

2.2 Public Service Quality

According to Ibrahim (2008), the quality of public services is a dynamic situation involving products, services, people, processes, and the environment, with the quality being determined at the time of delivery. SERVQUAL is another model designed for customer satisfaction with public services. It is based on customer assessments of service quality and performs a gap analysis of customer expectations of service quality and customer service evaluation (Zeithaml et al., 1990). According to the OECD (2021), five major policy elements support public trust in government institutions: responsiveness, dependability, honesty, transparency, and fairness. These five dimensions correspond to government mandates such as delivering public services, protecting citizens, managing authority and resources ethically, and so on.

2.3 Public Service Satisfaction

According to Van de Walle (2019), public service satisfaction is a more complex phenomenon that incorporates one's original expectations, experiences, and attitudes. Reported satisfaction should not only be interpreted as a direct indication of the quality of service received, but it can also be linked to a broader variety of factors. Government attitudes, such as trust in the government It's also vital to realize that those who have never received services have a first impression of the service.

III. Research Method

This study will use a quantitative approach with a causal type. Based on the objectives, this research is confirmatory because it intends to confirm the OECD public service model on community satisfaction in Covid-19 vaccine services. The research population is the people of Garut Regency who have received vaccine services from the Hauranggung Garut Health Center with a sample of 100 people with a non-probability sampling technique of purposive sampling method. From the data sources, this study used primary data sources in the form of observations and questionnaires. Secondary data sources used include online news, public websites, international journals, national journals,

internal documents of the Haurangung Health Center and so on. Furthermore, the data can be analyzed by testing the validity, reliability, Classical Assumption Test and multiple regression with the help of SPSS 25 Software

IV. Result and Discussion

4.1. Validity Test Results and Reliability Test

The validity of the data was assessed in this study using the Pearson product moment correlation, the results of which are shown in Table 1. According to Table 1, all of the service quality variables specified in the 24 indicators are valid with the value of r count $>$ r table (0.195).

Table 1. Research Data Validity Test

Statement	r count	Information	Statement	r count	Information
Item 1	.491	Valid	Item 13	.616	Valid
Item 2	.430	Valid	Item 14	.557	Valid
Item 3	.497	Valid	Item 15	.546	Valid
Item 4	.657	Valid	Item 16	.547	Valid
Item 5	.596	Valid	Item 17	.449	Valid
Item 6	.394	Valid	Item 18	.507	Valid
Item 7	.558	Valid	Item 19	.473	Valid
Item 8	.521	Valid	Item 20	.635	Valid
Item 9	.692	Valid	Item 21	.755	Valid
Item 10	.497	Valid	Item 22	.616	Valid
Item 11	.657	Valid	Item 23	.557	Valid
Item 12	.596	Valid	Item 24	.546	Valid

Source: Researcher Process 2022.

The Cronbach's Alpha specifications were utilized in the reliability test. Table 2 displays the reliability test results based on the SPSS output. The reliability test findings demonstrate that the alpha value is more than 0.7, indicating that the measuring instrument employed in this study is reliable.

Table 2. Reliability Test for X and Y variabel variables

Variable	Alpha Value	Information
X	.862	Reliable
Y	.917	Reliable

Source: Researcher Data Processing (2022)

4.2. Classical Assumption Test

a. Normality Test Results

The multiple linear regression model normality test use the Normal P-P plot of regression standardized residuals or the one sample Kolmogorov Smirnov test. Figure 4.7 depicts the standard P-P graph. If the points spread around the line and follow the diagonal line as the decision point, then the residual value is regularly distributed.

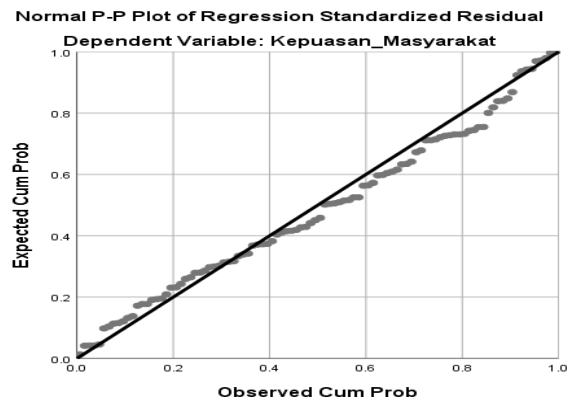


Figure 1. Normal P-P Plot of Regression Standardized Residual

The Kolmogorov Smirnov test provides the following decision criteria: if the significant value is greater than 0.05, the data is normally distributed; otherwise, if the significant value is less than 0.05, the data is not normally distributed. The significant value (Asymp.Sig 2 tailed) is 0.47, as shown in the output above. Because it is greater than $0.47 > 0.05$, the residual value is normal.

b. Normality Test Results

In this study, the heteroscedasticity test was displayed as a scatterplot (distribution plot) between the result and the predictive value of the standardized dependent variable. The Scatterplot graphic depicts the heteroscedasticity test findings.

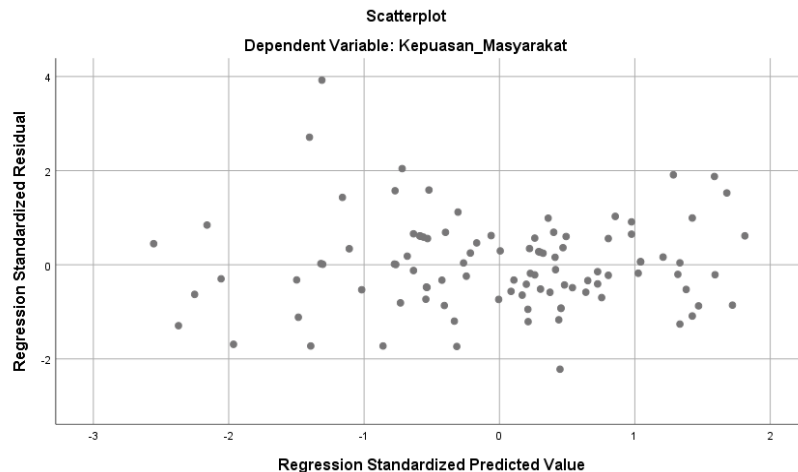


Figure 2. Scatterplot

Because the point distribution does not create a specific pattern or groove in the image above, it can be argued that there is no heteroscedasticity, or that homoscedasticity occurs. This scatterplot test is prone to erroneous conclusion drawing. This is due to the fact that assessing whether or not there is a pattern or groove on the points in the image is highly subjective.

c. Multicolonearity Test Results

The VIF and Tolerance, Eigenvalue and Condition Index values, and the standard error value of the beta coefficient or partial regression coefficient are all used in this study's multicollinearity test.

Table 3. Multicolonearity Test Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	17.300	3.020		5.729	.000		
	Responsiveness	.546	.221	.244	2.470	.015	.547	1.830
	Reliability	.095	.255	.034	.374	.709	.630	1.587
	Integrity	.421	.215	.163	1.958	.053	.763	1.310
	Openness	0.776	.388	.460	4.576	.000	.526	1.900
	Fairness	-.343	.281	-.101	-1.222	.225	.781	1.281

a. Dependent Variable: Community Satisfaction

Source: Researcher Data Processing (2022)

Table 3 shows the results of the multicollinearity test. Because the Tolerance value is greater than 0.2 and the VIF is greater than 0.5, there is no multicollinearity, thus it can be stated that all variables are not multicollinear.

4.3. Regression Coefficient Test (t Test)

In multiple linear regression, the t-test is used to determine whether the parameters (regression coefficients and constants) thought to estimate the equation or multiple linear regression model are correct or not. As a result, the t test in question is the regression coefficient test. This test is performed by examining the significant level (p-value); if the significant level obtained from the calculation is less than 0.05, the hypothesis is accepted; alternatively, if the significant level is greater than 0.05, the hypothesis is rejected. Table 3 shows that the significance level values are as follows:

- Responsiveness variable (X1) has a value of tcount (2,470) > ttable (1,985) and a significance level of 0.015 < 0.05, indicating that Responsiveness partially influences community satisfaction at the Haurangung Health Center (H1 is accepted).
- The reliability variable (X2) has a value of tcount (0.374) < ttable (1.985) and a significant level of 0.709 > 0.05, indicating that Reliability has a minor effect on community satisfaction at the Haurangung Health Center (H2 is rejected).
- The Integrity variable (X3) has a value of tcount (1.958) ttable (1.985) and a significant level of 0.053 > 0.05, indicating that Integrity has a marginally significant effect on community satisfaction at the Haurangung Health Center (H3 is rejected).
- The Integrity variable (X3) has a value of tcount (1.958) ttable (1.985) and a significant level of 0.053 > 0.05, indicating that Integrity has a marginally significant effect on community satisfaction at the Haurangung Health Center (H3 is rejected).
- The Fairness variable (X5) has a value of tcount (1.222) ttable (1.985) and a significant level of 0.225 > 0.05, indicating that Fairness has a marginally significant effect on community satisfaction at the Haurangung Health Center (H5 is rejected).

4.4. Coefficient of Determination Test

Table 4 displays the obtained coefficient of determination. The magnitude of the independent variable on the dependent variable, denoted by R, is retrieved in the "Model Summary" output table (correlation).

Table 4. Results of the Coefficient of Determination

zModel	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.707 ^a	.500	.474	3.840	1.681
	a. Predictors: (Constant), Fairness, Reliability, Integrity, Responsiveness, Openness				
	b. Dependent Variable: Community Satisfaction				

4.5. Multiple Regression

Based on the results of the multiple linear regression equation in table 4, they are as follows:

$$Y = 17.300 + 0.546 X_1 + 0.095 X_2 + 0.421 X_3 + 0.776 X_4 + 0.343 X_5$$

The results of the multiple linear regression equation are then interpreted as follows:

- The constant of 17,300 indicates that the Responsiveness, Reliability, Integrity, Openness, Fairness factor is assumed to be 0, then the value of community satisfaction at the Hauranggung Health Center is 17,300.
- Responsiveness regression coefficient has a positive value of 0.546, meaning that when Responsiveness is constant, community satisfaction at the Hauranggung Health Center is good. However, if Responsiveness is inconsistent, then community satisfaction is not of good value.
- Reliability regression coefficient is positive at 0.095, meaning that when reliability is constant, community satisfaction at the Hauranggung Health Center is good. However, if reliability is inconsistent, then community satisfaction is not of good value.
- The regression coefficient of Integrity is positive at 0.421, meaning that when Integrity is constant, community satisfaction at the Hauranggung Health Center is of good value. However, if Integrity is inconsistent, then community satisfaction is not of good value.
- Openness regression coefficient is positive at 0.776, meaning that when Openness is constant, community satisfaction at the Hauranggung Health Center is good. However, if Openness is inconsistent, then community satisfaction is not of good value.
- Fairness regression coefficient is positive at 0.343, meaning that when Fairness is constant, community satisfaction at the Hauranggung Health Center is good. However, if Fairness is inconsistent, then community satisfaction is not of good value.

4.6. Discussion

Research on Covid-19 vaccine services in Indonesia has been widely carried out by other researchers (Fadhilah et al. (2021); Enjoyllahi et al. (2021); Safitri et al. (2021)). The novelty of this research has been previously explained in the framework where the researcher uses the service quality indicators proposed by the OECD (2021) because they are considered more able to describe the situation of the Covid-19 vaccine service, while previous research used the service quality theory of Zeithmal (1990).

The results showed that the quality of service affected the community's satisfaction with the vaccine service at the Hauranggung Garut Health Center by 47.4%. This finding is taken into consideration in decision making, because 52.6% is influenced by variables that have not been studied. This is different from the findings of Chayomchai (2021), which

shows that service quality affects consumer satisfaction with the Covid-19 vaccine by 77.7%. The difference is of course caused by various factors. Chayomchai (2021) uses the dimensions of service quality proposed by various reference sources, including Boakye & Meng (2019); Chandramowleeswaran & Uma (2015); Shaiful & Ahmad (2020). The findings are quite interesting, because the reference sources are not related to vaccine services or public services but discuss other sectors such as banking and retail.

Variables that may affect people's satisfaction with vaccine services are stated by El-Elimat et al. (2021) which states that the attitude of service users where the health service provider is the most trusted source of Covid-19 information affects attitudes. In contrast to the findings of Lin et al. (2020) which explains that socio-economic factors have the most impact on satisfaction with Covid-19 vaccine services. This finding also shows that the openness variable gets a poor response from the community, but it is not an important issue because from the results of model testing, this variable does not have a significant effect on community satisfaction at the Hauranggung Health Center.

IV. Conclusion

From the results through the discussion, it can be concluded that the variables of responsiveness, reliability, integrity, and fairness affect the satisfaction of people who receive vaccine services at the Hauranggung Garut Health Center. While the variables showed that the results did not significantly affect the satisfaction of the people who received vaccine services at the Hauranggung Garut Health Center. The responsiveness variable is the most impactful variable, while reliability has the least effect. From the results of the study, it can be seen that the indicators contained in the most influential variables need to be a concern for vaccine organizers, especially the Hauranggung Garut Health Center. Responsiveness of officers in serving vaccines, exposure of information about vaccines by officers and response of officers when receiving complaints need to be improved considering that vaccine services are still ongoing. For further research, community satisfaction testing can be added with socio-economic or attitude, or a combination of both, so that it is expected to increase the percentage of independent variables. Future research can also do better testing using structural equation modeling, so that information about the magnitude of the effect on each indicator can be known, of course, will provide a better explanation of community satisfaction with the Covid-19 vaccine service at the Hauranggung Garut Health Center.

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