



Analysis Of Satisfaction Mustahik Rumah Sehat Baznas Jakarta

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Abstract: The realization of a healthy state is the desire of all parties. Not only by individuals, but also by families, groups and even communities. In order to realize optimal public health status, various efforts must be implemented, one of which is to provide health services. With the increasing level of education and the socio-economic condition of the community, the needs and demands of the community for health appear to be increasing as well. To be able to meet these needs and demands, there are no other efforts that can be made, except to provide the best possible health services. In accordance with the mandate of Article 6 Law 23 of 2011 concerning the management of Zakat, the National Zakat Amil Agency includes the functions of planning, collection, distribution and utilization, reporting and accountability. In carrying out the distribution of zakat, one of the areas that becomes one of the concentrations of BAZNAS is the health sector which is one of the basic needs of Mustahik. The role of BAZNAS in facilitating health needs and supporting the government's obligation to provide health services is carried out by carrying out a distribution process in the health sector.

Keyword: Analysis of Mustahik Satisfaction, Public Services

INTRODUCTION

In Indonesia, the world of health has experienced very significant developments and has pretty good prospects. Conditions like this make competition more competitive. Therefore, every company engaged in the health service industry must be able to use various methods in order to attract customers through the quality of its services (Supriyanto & Soesanto, 2012). The higher the level of public education causes people to be more aware of the importance of quality. People tend to demand better and faster health services. This has resulted in increasingly fierce competition not only between hospitals but also with the increasing number of puskesmas and health clinics in cities and regions. Many health service

providers are aware of this, so like it or not they have to realize customer satisfaction in various strategies in order to retain customers (Lubis, 2009).

Rumah Sehat BAZNAS is the same as other service companies, in order to achieve a profit and success in a company, it certainly requires hard work and also an increase in the quality of service to its customers. The success of a company is of course largely determined by the efforts made by the company to achieve a satisfaction to its customers. Customer satisfaction is a result of a customer's assessment of what is expected by buying and consuming a product or service (Aritonang, 2005:85).

Currently Rumah Sehat BAZNAS Program Institutions have been established in 7 regions, namely the Rumah Sehat BAZNAS Jakarta, Rumah Sehat BAZNAS Yogyakarta, Rumah Sehat BAZNAS Pangkal Pinang, Rumah Sehat BAZNAS Makassar, Rumah Sehat BAZNAS Parigi Moutong, Rumah Sehat BAZNAS Sidoarjo and Rumah Sehat BAZNAS Palu. This research will be carried out at the Rumah Sehat BAZNAS Jakarta.

As one of the BAZNAS Health program institutions, Rumah Sehat BAZNAS strive to provide the best health services in order to maintain and improve the health status of mustahik as zakat recipients. The trust given by mustahik and muzzaki as zakat givers to the Rumah Sehat BAZNAS is an honor as well as a mandate and a heavy duty that must be borne seriously and with a heart full of sincerity, especially with the development of science and technology in the health sector, this Rumah Sehat BAZNAS is required try even harder and increase professionalism in work, especially in providing health services to its mustahik.

The service that has been implemented at the Rumah Sehat BAZNAS is by giving a smile, greeting, greeting, being polite and courteous (5 S) to every mustahik who comes to the Rumah Sehat BAZNAS, providing good inspection services to every mustahik who comes for treatment so as to give a good impression. familiar and comfortable and does not cause a sense of concern for mustahik about the illness they are suffering from and tries to provide the best treatment for mustahik's disease, provides proper and fast service to every mustahik.

Apart from that, Rumah Sehat BAZNAS as a distributor of zakat funds in the health sector needs to show a strong Islamic culture because as an institution that implements Islamic sharia, of course, Rumah Sehat BAZNAS must be able to give the impression of good morals from health service workers and from the form of service.

Islamic law considers that a person's best deed or service to others is essentially doing good for himself, as Allah SWT says: "If you do good, (meaning) you do good for yourself." (QS. Al-Isra ': 7). Fakhri and Wijayanto (2001) argue, a Muslim who is assigned to take care of the affairs of the people must have the spirit of loving truth, being wise, maintaining trust and trust, being sincere and having a spirit of service, serving the community well, being ascetic towards power, being honest, having a vision of the community, and moral responsibility. If the state is entrusted with responsibility and then it is not carried out properly according to predetermined service standards, Allah will be angry with him so that later he will not get Allah's attention on the Day of Judgment. Word of the Prophet saw: "Whoever is entrusted with human affairs and then avoids serving you who are weak and those who need help, later on the Day of Resurrection, Allah will not heed him." (Narrated by Imam Ahmad). As human beings of faith and wisdom, serving humanity in the best way is not only the duty of public officials who have been entrusted with the mandate of the state. In essence, all of us have the same obligation. However, bearing in mind that not all of them have the same spirit and ability, certain agencies regulate public service tasks so that the functions and goals of the state are achieved. Because of that it is important for Rumah Sehat BAZNAS to provide the best service to mustahik not solely for part of the job, but also as part of carrying out Allah's commands.

With the form of health services provided by the Rumah Sehat BAZNAS, it is hoped that mustahik will be able to provide their own assessment of the Rumah Sehat BAZNAS. If the services provided are as desired, then the mustahik will be satisfied, if the opposite happens it will cause the mustahik to lose interest in seeking treatment and this will cause the mustahik to have a negative image of the Rumah Sehat BAZNAS, which will result in a decrease in the number of mustahik coming for treatment. Rumah Sehat BAZNAS and ultimately reduce the trust of muzaki to give their zakat to BAZNAS, and this will greatly affect the zakat collection at BAZNAS.

LITERATURE REVIEW

Analysis of mustahik satisfaction

Mustahik is a person who has the right to receive zakat, in the Qur'an surah at-Taubah verse 60 it is mentioned about people or groups who are entitled to receive zakat, namely the needy and the poor, amil, converts, riqab, gharim, Fii sabilillah, and Ibnu sabil. The needy and the poor are the main priorities of the 8 groups entitled to receive zakat, with the aim of eliminating poverty and distress for Muslims. Amil are those who take care of zakat issues, from the calculation, collection, distribution and overall management that has been regulated. Converts are people who have just embraced Islam or people who are persuaded by their hearts to embrace Islam. Someone whose heart is being tamed to accept the truth of Islam. The four Riqab slaves are people who are shackled by their master's freedom. A person can be said to be a slave or servant if his freedom is shackled by someone else. Gharim or people who have debts also receive a share of zakat assets, but the debt here is not for disobedience, for example someone owes money for robbery activities, which is categorized as debt in this case is for the benefit of himself or someone else, for example for daily living, treating sick people or replace other people's goods that are damaged due to their mistakes or other things, people who have been affected by an accident or disaster so that they lose their property and are in debt to meet their needs and those of their families. Fi Sabilillah are those who fight for the benefit of Muslims. Finally, Ibn Sabil are people who are in trouble on their way to do good things, not in bad things. This mustahik group in the Rumah Sehat BAZNAS acts as a patient in general, who needs the best health services, even if it's free.

Understanding the needs and desires of consumers, in this case patients, is an important thing that affects patient satisfaction. Satisfied patients are a very valuable asset because if patients are satisfied they will continue to use the services of their choice, but if patients feel dissatisfied they will tell other people twice as much about their bad experience. To create patient satisfaction, a company or hospital must create and manage a system to obtain more patients and the ability to retain patients.

The word "satisfaction" or satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (to do or make), so that in a simple way it can be interpreted as an effort to fulfill something. According to Kotler (2007: 177) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product that is thought of against the performance (or result) expected. If performance falls below expectations, the customer is dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted.

According to Lupioyadi (2006: 158), in determining the level of public satisfaction, there are five factors that must be considered by service organizations, namely:

- a. Quality of products/services, the public will be satisfied if the results of their evaluation show that the products/services they use are of high quality.
- b. Quality of service, the public will feel satisfied if they get good service or what is expected.

- c. Emotionally, the public will feel proud and gain confidence that other people will be amazed by it when using products/services with certain brands that tend to have a higher level of satisfaction.
- d. Price, products that have the same quality but have a lower price will provide a higher value.
- e. Cost, the public does not need to incur additional costs to not waste time getting the desired goods or services.

Based on the descriptions of the several experts mentioned above, it can be concluded that mustahik satisfaction in this case as a patient is a feeling of pleasure, satisfaction felt by mustahik because of the fulfillment of mustahik's expectations or mustahik's desires in receiving health services.

Public Service

In a government institution that is oriented towards people's welfare, public service is an important element. Service can be interpreted as providing (serving) the needs of individuals or communities who have an interest in the organization in accordance with the main rules and procedures determined. According to Boediono (2003: 60), that service is a process of helping others in certain ways that require sensitivity and interpersonal relationships in order to create satisfaction and success. Poerwadar Minta (2003:18), states that: "Services are basically activities offered by organizations or individuals to consumers/customers served which are intangible and cannot be owned". This is in accordance with what was stated by Suryanto (2003: 8), regarding the characteristics of the service as follows:

- a. Services are intangible, services that are opposite in nature to finished goods.
- b. Service consists of action and is an influence whose nature is social action.
- c. Production and consumers of services cannot be separated in real terms, because in general they occur simultaneously and occur in the same place.

The term service implies actions or activities carried out by the government to take care of things that are needed by the community. In other words, the service itself is not a specific target that has been set beforehand. According to Wasistiono (2003: 42), argues that: "Serving the community both as an obligation and as an honor is the basis for forming a humane society". According to Batinggi (2000: 12), service can be interpreted as an act or activity carried out by the government taking care of things that are needed by the community/general audience. Thus, quality service is service that is fast, pleasant, does not contain errors, follows established procedures.

RESEARCH

There are several methods that can be used by each company to measure and monitor the satisfaction of its customers and those of competitors. (Kotler 2002:42), put forward 4 methods to measure customer satisfaction, namely:

- 1) Complaint and suggestion system.

A customer-focused company makes it easy for its customers to share their suggestions, opinions and complaints. The media used include suggestion boxes placed in strategic places, providing comment cards, special telephone lines and so on. But because this method tends to be passive, it is difficult to get a complete picture of customer satisfaction and dissatisfaction. Not all dissatisfied customers will then submit their complaints. They could just switch to another company and won't be a customer of that company anymore.

- 2) Customer satisfaction survey.

Generally, a lot of research on customer satisfaction is carried out using survey methods either by post, telephone or personal interviews.

3) Ghost shopping.

This method is carried out by employing several people (ghost shopper) to act or act as potential customers of the company's products and competitors. Then the ghost shopper conveys his findings regarding the strengths and weaknesses of competitors' products based on their experiences in purchasing these products. Apart from that, ghost shoppers also come to see firsthand how employees interact and treat their customers. Of course, employees should not know that their boss has just made an assessment that will be biased.

4) Lost customer analysis.

The company is trying to contact its customers who have stopped being customers or have switched to other companies. What is expected is to obtain information for the company to make further policies in order to increase customer satisfaction and loyalty.

In this regard, this research as a qualitative descriptive study will use a mustahik satisfaction survey, where the data is in the form of numbers and analyzed with descriptive statistical analysis. The population took a sample, namely mustahik who visited for treatment at the Rumah Sehat BAZNAS Jakarta, a total of 265 people during December 2022. The data in this study were taken using an instrument in the form of a questionnaire by filling it in independently. Data analysis on the measurement of mustahik satisfaction surveys at BAZNAS Jakarta Healthy Homes based on the following variables:

Table 1. surveys at BAZNAS Jakarta Healthy Homes

No.	Amil's Services
1	Amil officers dressed/dressed in BAZNAS uniforms when serving me
2	Amil officers greet me with Islamic service greetings
3	Amil officers responded to my request for help.
4	The Amil officer asked for an explanation of the meaning of the request in a good way without intimidation
5	Amil officers check administrative completeness carefully
6	Amil officers provide advice and advice in providing services to me
7	Amil officers ask for administrative completeness that is incomplete with good communication
8	Amil officers conduct face-to-face surveys or make contact by telephone.
9	In conducting the survey, the Amil officers behaved well
10	Amil officers provide suggestions and input regarding the problems I am facing

The score uses a Likert scale, from a value range of 0 to 5 with very poor to very good rating information.

Table 2. scale Likert

Value	Description	Range
1	Very Bad	0-1,4
2	Bad	1,5-2,4
3	Moderate	2,5-3,4
4	Good	3,5-4,4
5	Very Good	4,5-5

Calculating the indicator score in a simple way, namely adding up the results of the assessment of all variables and then dividing the average score of the questions that have been submitted to mustahik as respondents.

RESULT AND DISCUSSION

The results of the questionnaire regarding Mustahik Satisfaction Analysis at Rumah Sehat BAZNAS Jakarta are as follows:

Table 3. Satisfaction Analysis at Rumah Sehat BAZNAS Jakarta

No.	Amil's Services	Value	Description
1	Amil officers dressed/dressed in BAZNAS uniforms when serving me	4.8	Very Good
2	Amil officers greet me with Islamic service greetings	4.9	Very Good
3	Amil officers responded to my request for help.	4.7	Very Good
4	The Amil officer asked for an explanation of the meaning of the request in a good way without intimidation	4.7	Very Good
5	Amil officers check administrative completeness carefully	4.7	Very Good
6	Amil officers provide advice and advice in providing services to me	4.7	Very Good
7	Amil officers ask for administrative completeness that is incomplete with good communication	4.7	Very Good
8	Amil officers conduct face-to-face surveys or make contact by telephone.	4.8	Very Good
9	In conducting the survey, the Amil officers behaved well	4.9	Very Good
10	Amil officers provide suggestions and input regarding the problems I am facing	4.7	Very Good
Amount		90.6	
Average		4.8	
Predicate		Very good	

Looking at the table, it can be concluded that the Rumah Sehat BAZNAS mustahik are satisfied with the services of the Rumah Sehat BAZNAS because they obtained a final average score of 4.8 from the respondent's answers with very good category descriptions. Of the 10 variables asked in the question, all received very good scores, which means that the program run by Rumah Sehat BAZNAS Jakarta has so far been felt to be helping mustahik so that they feel helped in terms of their health service needs. In addition, if observed there are several variables that still have a value of 4.7, even though it is included in the very good category, it is also necessary to give recommendations on these variables so that the service can be maximized, so that mustahik will be more satisfied and of course this will greatly affect BAZNAS zakat collection. Some recommendations that can be given by researchers are as follows:

Table 4. Recommendations

No.	Service's Amil	Recommendation
1	Amil officers responded to my request for help	So that amil officers are more active in responding to requests for mustahik health assistance
2	The Amil officer asked for an explanation of the meaning of the request in a good way without intimidation	So that amil officers can clearly provide information to mustahik
3	Amil officers check administrative completeness carefully	So that it can be done with a system that is already connected to an IT application so that the process will be faster
4	Amil officers provide advice and advice in providing services to me	So that amil officers provide advice and advice to mustahik so that in the future mustahik is always healthy or his health condition will be better
5	Amil officers ask for administrative completeness that is incomplete with good communication	So that it can be done with a system that is already connected to an IT application so that the process will be faster
6	Amil officers provide suggestions and input regarding the problems I am facing	So that amil officers provide advice and advice to mustahik so that in the future mustahik is always healthy or his health condition will be better

From the results of the research and written recommendations, we hope that this can make Rumah Sehat BAZNAS Jakarta services even better, so that with a good increase in mustahik satisfaction, it will certainly greatly affect the collection of BAZNAS, the higher the collection carried out by BAZNAS, the higher mustahik who can be served well in Rumah Sehat BAZNAS.

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