

Progo Regency. Geographically Bantul Regency is located between 07 ° 44 '04 " - 08 ° 00' 27" South Latitude and 110 ° 12 '34 " - 110 ° 31' 08" East Longitude.

The area of Bantul Regency is 506.85 km² with topography as a lowland 140% and more than half (60%) of the fertile hilly areas. The western part is a sloping area and hills that stretch from North to South covering an area of 89.86 km² (17.73% of the total area). The Central part is a flat and sloping area which is a agricultural area of 210.94 km² (41.62%). The eastern part is a sloping and steep area, covering an area of 206.05 km² (40.65%). The southern part is the central part of the region with sandy and sedimentary natural conditions, stretching on the southern coast of Srandakan, Sanden and Kretek sub-districts. Bantul Regency consists of 17 sub-districts, 75 villages, 933 hamlets.

2. Vision and Mission of Bantul Regency

- Vision

The realization of a healthy, intelligent and prosperous Bantul Regency Society based on religious, humanitarian and national values in the context of the Unitary State of the Republic of Indonesia (NKRI). Philosophically, this vision is the ideal to create a healthy Bantul Regency community, which the people of Bantul Regency who have physical, spiritual and social health. Smart, the people of Bantul Regency who have intellectual, emotional and spiritual intelligence. Prosperous namely the people of Bantul Regency who are productive, independent, have a decent level of livelihood and are able to play a role in social life. Humanity is about to care, respect each other and develop a spirit of mutual cooperation. Nationality,

namely the people of Bantul Regency who have a sense of patriotism. The religion is the believe, practice worship and develop religious tolerance.

- Mission

The mission of Bantul Regency according to the 2016-2021 Regional Medium Development Plan is as follows:

1. Improving the effective, efficient and governance without Corruption, Collusion and Nepotism through accelerating bureaucratic reform. Increase the capacity of local governments towards empathic governance.
 2. Improve the quality of health, intelligent, skilled, and human resources.
 3. Realizing community welfare, it focused on accelerating people's economic development and poverty alleviation.
 4. Increase the capacity and quality of public facilities, use of natural resources by considering an environmental sustainability and disaster risk management.
 5. Improve the life of the Bantul people who are religious, nationalist, safe, progressive, harmonious, and special cultured.
3. Health Facilities
- i. Health Care Facilities

Health care facilities in Bantul Regency which include Puskesmas and its staff, Government Hospital and other facilities are shown in the following table.

Table 2.1

Health Care Facilities in Bantul Regency

No	Public Health Service Facilities	2016 (Unit)	2017 (Unit)
1	Public Hospital	10	6
2	Special Hospital	5	10
3	Medical Center	62	-
4	Maternity Hospital	-	-
5	Primary Clinic	-	56
6	Main Clinic	2	3
7	Basic Medical Inpatient Clinic	5	1
8	Pharmacy	123	134
9	Drug Store	4	5
10	Health Laboratory	3	3
11	Optic	-	-
12	Hospitalized Health Care	16	6
13	Non-Hospitalized Health Care	11	11
14	Assistance Health Center	67	67
15	Mobile Health Center	27	27
16	<i>Posyandu</i>	1137	1141
17	Small Traditional Medicine Industry	10	10
18	Traditional Medicine	53	57

Source: Bantul District Health Office 2018

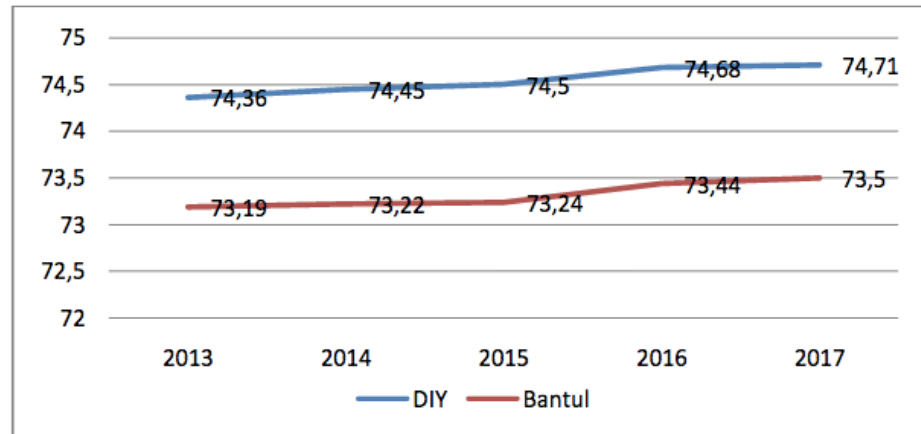
Information: Medical Center and Maternity Hospital has changed into Clinic.

ii. Age of Life Expectancy

Calculation of Life Expectancy at Birth in Bantul Regency in 2016 is 73.44 years while in 2017 is 73.5 (BPS Bantul Regency, 2017).

Figure 2.1

Age of Life Expectancy Bantul Regency 2013-2017



Source: Statistics Bantul Regency, 2017

B. General Profile of Panembahan Senopati Hospital

1. A brief history of Panembahan Senopati Hospital

Panembahan Senopati Hospital has established since 1953 as Hongeroedem Hospital. Then, in 1956, this hospital officially became a District Hospital with 60 beds. On April 1st, 1982, the Indonesian Ministry of Health inaugurated this Hospital as Type D Bantul District Hospital. Also on February 26th, 1993, it was changed into a Type C Hospital by issuing a Decree of the Health Minister of the Republic of Indonesia Number 202 / Menkes / SK / 11/1993

The hospital passed the accreditation in November 1995 for 5 Working Groups. On January 1st, 2003, it became Self-financing Hospital which was managed in Regional Regulation No.8 dated June 8th, 2002. On March 29, 2003, Hongeroedem Hospital changed its name to Panembahan Senopati Regional Hospital Bantul. In 2003, this Hospital received the Excellent Service Image Award

Charter from the President of the Republic of Indonesia. Then on September 1st, 2004, it implemented the Unit Cost (the Regional Regulation Number 4 of 2004). After one year, the Hospital got the same reward again, the Excellent Service Citra Award from the President of the Republic of Indonesia in 2004.

According to the Minister of Health Decree No. 142 / Menkes / SK / I / 2007 January 31st, 2007, it concerns the enhancement of Panembahan Senopati Hospital Class from Type C to Class B Non-Education. According to the Decree of the Bantul Regent Number 124 of 2007 dated May 16th, 2007. In 2012, this hospital got the accreditation which is in accordance with the Decree of the Health Minister of the Republic of Indonesia Number: HK.03.05 / III / 431/12 concerning Determination of the Main Education Hospital of the Faculty of Medicine and Health Sciences of the Universitas Muhammadiyah Yogyakarta and became the Primary Education Hospital. Then, on April 14th, 2015, Panembahan Senopati Hospital got an Accreditation Certificate from the Hospital Accreditation Committee with the Five Star Perfect Degree.

Starting from 2008, the number of patient is increasing. With the density of patient traffic and the significant increase in the number of patients in this hospital, from what was once numbered 250 patients per day, then now it's around 800-1000 patients per day, it means the Bantul Regional Public Hospital is still the choice of the community, especially for Bantul citizen. And this Hospital was also appointed as a Role Model Hospital in March 2018, and received the top 10 PANRB (Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia) or the excellent service category.

2. Vision, Mission, and Moral Values

a. Vision

A vision is a series of words that show about the goals, ideals, and purposes of the Panembahan Senopati Hospital in the future. Then the vision of this Hospital is “The realization of superior hospitals and to be the pride of the entire community.

b. Mission

A mission is the elaboration of a vision, where explain the stages to achieve the existing vision. The missions of Panembahan Senopati Hospital are:

1. Providing excellent service to customers.
2. Improving the professionalism of human resources.
3. Doing the continuous quality improvement in health services.
4. Improving collaboration with related partners.
5. Improving the availability of quality infrastructure.
6. Carrying out the clean financial governance to support organizational growth.

c. Moral Values of the hospital are:

1. Honest.
2. Humble.
3. Cooperation.
4. Professional.
5. Innovation.

From the existing statements in this Agency, it can be concluded that Panembahan Senopati Hospital has a meaning statement which is "Serve wholeheartedly for a better quality of life"

3. Task and Function of the Hospital

Panembahan Senopati Hospital is a supporter of the implementation of regional government led by a Director who is positioned under and responsible to the Regent through the Regional Secretary. The hospital also has task and function that will be explained below.

a. Task

Panembahan Senopati Hospital has the task of implementing the preparation and implementation of regional policies in the Field of Health Services.

b. Function

Panembahan Senopati Hospital in carrying out its duties has the following functions, such as:

1. Formulating of technical policies in the field of hospital services;
2. Administering government affairs and public services in the field of hospital services;
3. Fostering and controlling hospital services; and
4. Implementating of other duties given by the Regent in accordance with their duties and functions.

4. Goals, Objectives, and Policies of the Hospital

a. Goals

The goals of this hospital are:

1. The realization of a quality service process.
2. Realization of customer trust and satisfaction.
3. The realization of productive and committed employees.
4. The realization of the reporting process and access to quick and accurate information.
5. The realization of a hospital as a network of education and research services.
6. The realization of non-functional services for customer satisfaction.

b. Objectives

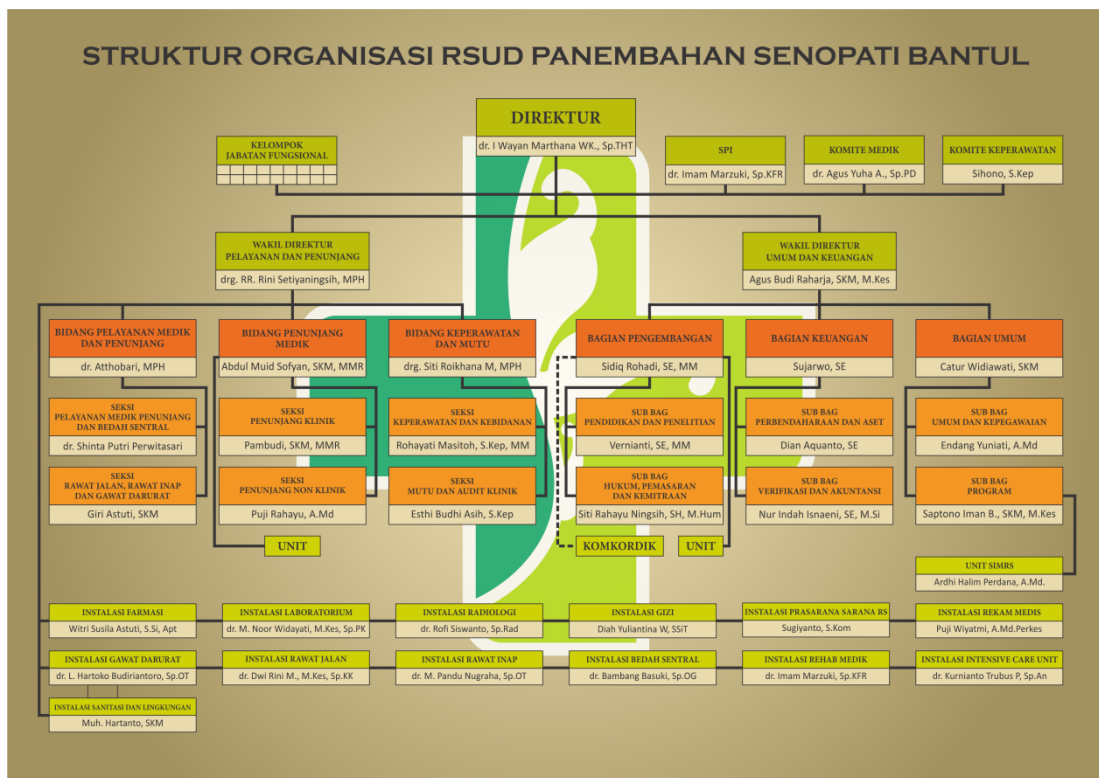
The objectives of this hospital are:

1. Increasing the quality and integration of service processes to customers.
2. Improving the customer trust and satisfaction.
3. Increasing the employee education and training (employee capability) and improving the ethos / employee morale (employee commitment).
4. Integrated Hospital Management Information System for all units.
5. Implementation of education and research services for institutions and individuals.
6. Implementation of non-functional services.

c. Policies

The policies of this hospital are:

1. Excellent service.
 2. Business Process Reengineering (BPR).
 3. Building Partnerships with Customers.
 4. Customer Service Improvement.
 5. Human Resource Development.
 6. Development of Management Information Systems.
 7. Development of Education and Research Service Networks.
 8. Nonfunctional source of income.
5. Organizational Structure of the Hospital



Organizational Structure of Panembahan Senopati Regional Hospital Bantul

is explained as follows:

Director

1. Group
 - a. Functional
 - b. Committees
 - c. Internal Control Unit
2. Vice Director of Services and Support
 - a. Field of Medical and Support Services:
 - Supporting Medical Services and Central Surgery Section
 - Inpatient, Outpatient and Emergency Care Section
 - b. Field of Medical Support
 - Clinical Support Section
 - Non-Clinical Support Section
 - c. Nursing Sector and Quality
 - Nursing and Midwifery Section
 - Quality and Clinical Audit Section
3. General Vice Director and Finance
 - a. Development Section
 - Education and Research Sub-Section
 - Sub-Section for Law, Marketing and Partnership
 - b. Financial Section
 - Treasury and Asset Sub-Section

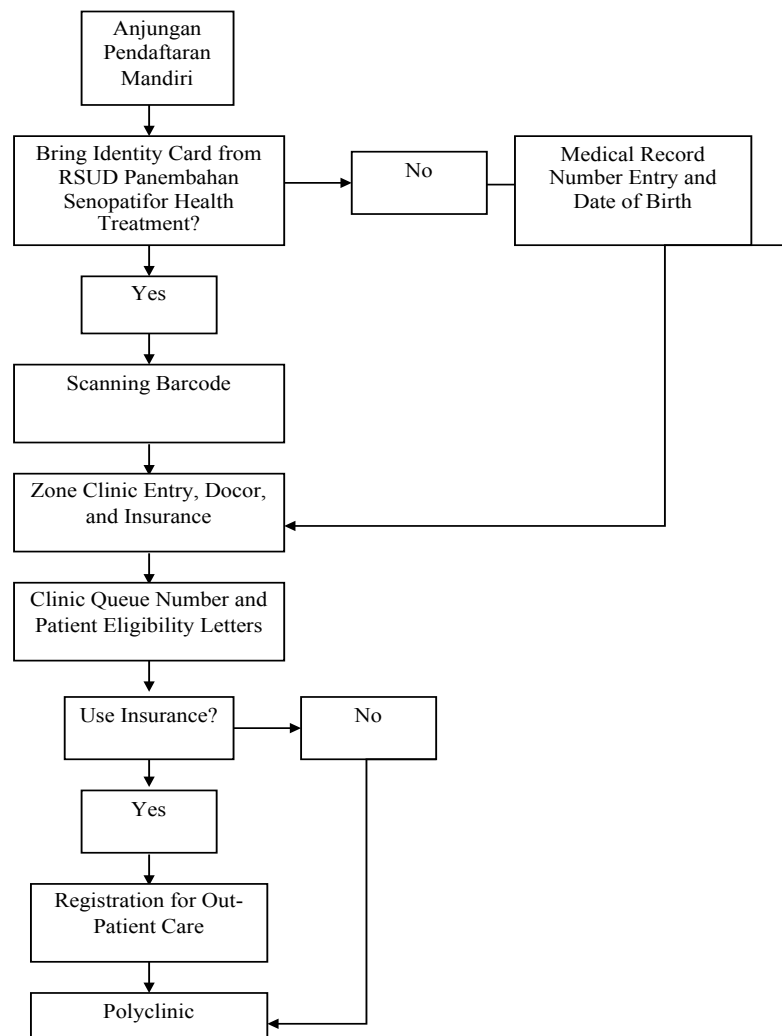
- Verification and Accounting Sub-Section

c. General Affair

- General and Staffing Sub-Section
- Program Sub-Section

6. *Anjungan Pendaftaran Mandiri* Registration Mechanism

Patient Registration Process Through *Anjungan Pendaftaran Mandiri*



In the step of in using *Anjungan Pendaftaran Mandiri*, users should have registered first in this Hospital. If the customer already has identity card of health

treatment in this Hospital, they can use the machine. There is a number of customer and barcode in the identity card. The first step is to scan barcode or enter the number manually in the machine; after that customer will see the data of the customer, then click continue button. In the next step, customer will see polyclinics that available in Panembahan Senopati Hospital (General Clinic, Dental Clinic, Eye Clinic, ENT Clinic, Child Clinic, Surgical Clinic, Obstetric Clinic, Gynecology Clinic, Internal Medicine Clinic, Physiotherapy Clinic, Neurology Clinic, Mental Clinic, Psychology Clinic, Lung Clinic, Orthopedic Clinic, Heart Clinic). The customer chooses which polyclinic she/he needs. After choosing the polyclinic, there will be seen doctors that available at the time, choose the doctor. Then after customer choose the doctor, customer have to choose what kind of insurance that will be used. After this customer will get a queue number according to your clinic and patient eligibility letters. If customer have insurance as entered before in the machine, customer have to go to the registration for out-patient care and after this can go to the polyclinic. But if customer is not using any insurance, then go directly to the polyclinic and wait your turn there.

If customer is not registered yet in this Hospital, then customer have to go to registration for the new patient, and do registration manually in there. After customer registered, customer will get identity card, then do the same step above start from choosing the polyclinic. After this customer can choose available doctor at that time. Then after choose the doctor, customer have to choose kind of insurance. After this customer will get a queue number according to clinic and patient eligibility letters. If customer have insurance as entered before in the

machine, customer have to go to the registration for out-patient care and after this can go to the polyclinic. But if customer is not using any insurance, customer can go directly to the polyclinic and wait turn there.

Anjungan Pendaftaran Mandiri is a registration machine, which replace the manual registration. In using this machine, the customers do not pay anything regarding to registration phase. Customers will only pay the service of the doctor that they met. The payment of the service will be done after the customers have consultation with the doctor.

Fogli (2013) proposed a novel approach to the development of e-government applications for citizens and public administration employees. Panembahan Senopati Hospital tried to apply electronic machine in order to make more effective and efficient in administration process. The machine called *Anjungan Pendaftaran Mandiri*, which people can register themselves quicker than the manual one. Self-Registration Desk is useful to decrease queue in registration process and to make patient feel comfortable. Panembahan Senopati Hospital tried to give best services to the all patients, so people will choose this hospital as best option.