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STRATEGY FOR IMPROVING THE QUALITY OF DENTAL AND ORAL HEALTH SERVICES AT THE UPTD PUSKESMAS SUKAWATI II, GIANYAR, BALI

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ABSTRACT

Dental and oral health can be obtained through health services. One of the institutions that provides first-rate dental and oral health services is the Puskesmas. Puskesmas is a health service facility that organizes public health efforts and first-level individual health efforts, prioritizing promotional and preventive efforts. Puskesmas need a strategy that is used to improve the quality of health services so that they can improve health status of the community. This study aims to determine strategies that can be used to improve the quality of health services, especially dental and oral health services. The research was conducted at the UPTD Puskesmas Sukawati II, Gianyar. The method used in this research is research evaluation. Data was collected by interviewing 10 medical and non-medical personnel, as well as stakeholders in the UPTD Puskesmas II, Sukawati Gianyar. The results of this study were analyzed using SWOT analysis to determine the strengths, weaknesses, opportunities, and threats of the UPTD Puskesmas Sukawati II, Gianyar. The results showed that the position of the UPTD Puskesmas Sukawati II, Gianyar was in the cell or quadrant V, namely Hold and Maintain. The strategy that can be applied is market penetration and product development, namely a strategy that is carried out without changing the direction of the strategy that has been implemented, meaning that there is no significant change from the previous strategy, where UPTD Puskesmas Sukawati II, Gianyar only needs to develop through personal dental and oral health performance. A medical officer one of the strategies that can be done in an effort to improve the dental and oral health of the community in the UPTD Sukawati II, Gianyar Health Center is to continue to serve all patients who come during visiting hours even though they are not the target of the work area by utilizing online registration, maintaining cohesiveness and teamwork, optimizing a suitable location. strategic enough, maintaining a clean and comfortable Puskesmas environment for patients, always reviewing the quality of Puskesmas services, and increasing the use of PPE to avoid exposure to the COVID-19 virus, and always reviewing the competencies possessed by each employee so that they are placed according to their competencies.

Keywords: Dental and oral health, Quality of service, Strategy, SWOT analysis

INTRODUCTION

The Community Health Center (Puskesmas) is a health service facility that organizes public health efforts and first-level individual health efforts, by prioritizing promotive and preventive efforts in their working areas. Dental and oral health services in the province of Bali begin with basic dental and oral health activities at the Puskesmas. The implementation of dental health efforts at the Puskesmas is one of the health efforts that is carried out in a

comprehensive, integrated, and equitable manner. These efforts include efforts to improve, prevent, cure, and recover aimed at all age groups and genders (Kemkes RI, 2018).

The dental and oral problems of the people in Bali are slightly higher than the national average, which is 58.4%. One of the reasons is that as many as 95.7% of Balinese people have never visited a dental medical facility. In addition, only 5.3% of Balinese people brush their teeth at the right time, namely twice a day, in the morning after breakfast and at night before going to bed. This allows for other factors that influence the high level of dental and oral problems in the Province of Bali, one of which is the behavior of brushing teeth that is not good and correct and dental and oral health services are not evenly distributed (Kemkes RI, 2018).

11 Based on data from the Gianyar District Health Office, in Sukawati District, it shows that the number of patient visits to the dental clinic has decreased. The decrease in the number of visits was due to the low quality of dental and oral health services. To improve the dental and oral health status of the Sukawati Gianyar community, it is necessary to pursue a strategy to improve the quality of dental and oral health services at the UPTD Puskesmas Sukawati II, Gianyar (Wowor *et al.*, 2016).

The quality of health services for a patient cannot be separated from a patient's sense of satisfaction with the services received. Good quality is associated with healing from disease, improving health status, speed of service, pleasant treatment environment, friendliness of officers, ease of procedures, completeness of equipment, medicine, and affordable costs.

SWOT analysis (Strength Weakness Opportunity Threats) is an identification used in formulating a basic strategy in a decision-making related to matters that are very important in an institution. This method is used for strategic planning and maximizing performance and targets that are the main focus, namely the vision and mission of both government and private institutions. With this, strategic planning must analyze which factors are the strengths, weaknesses, opportunities, and threats to the institution, both from internal factors and external factors (Nggini, 2019).

The purpose of the SWOT analysis in health behavior is to conduct an analysis of health behavior problems. The parameters analyzed in the SWOT are an analysis of the strengths and weaknesses of local governments and communities related to health behavior as well as opportunities and threats in the internal and external environment (Ma'rufi *et al.*, 2017).

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RESEARCH METHOD

In this study, the method used is research evaluation, which is a research activity that evaluates an activity with the aim of measuring the success of an activity and determine whether the success of a program has been as expected. In this study also used a SWOT analysis (Nggini, 2019). Concepts related to the problems studied are as follows:

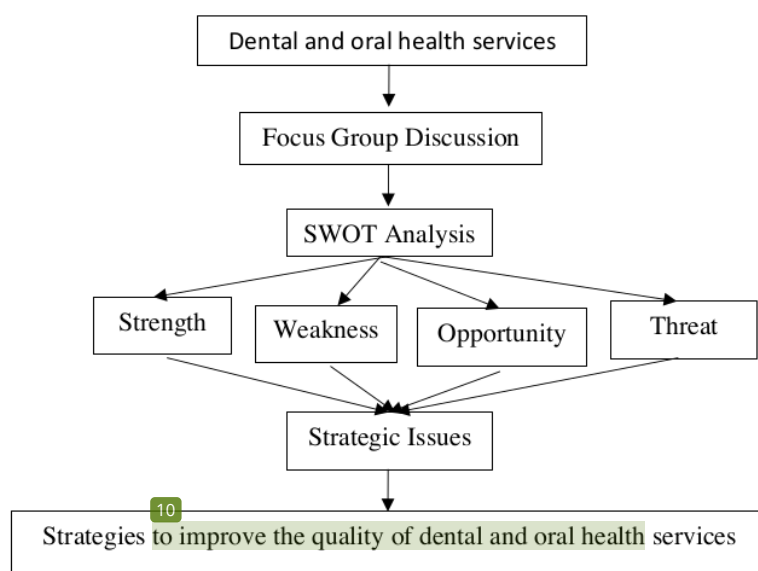


Figure 1 Concepts related to the problems studied

The research instrument used in this study is a questionnaire whose data will be analyzed by SWOT analysis to determine the internal indicators (Strengths and Weaknesses) and external indicators (Opportunities and Threats) owned by UPTD Puskesmas Sukawati,

Gianyar. In conducting a SWOT analysis, researchers need to conduct a small group discussion with the head of the Puskesmas and staff and stakeholders who help to formulate the analysis easily and regularly. This stage starts from determining the variables that support and are needed by the Sukawati Gianyar Health Center to determine what strategies can be used according to their position in the SWOT quadrant so that the right solution is obtained.

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RESULTS AND DISCUSSION

Based on the results of the SWOT analysis, it was found that the position of the UPTD Puskesmas Sukawati, Gianyar was in the V quadrant position, namely the Puskesmas was in the middle position. Through this analysis, strategies will be developed to maximize strengths, overcome weaknesses, and take advantage of opportunities that may occur, while anticipating threats that may occur (Nggini, 2019). The strategy that can be applied is market penetration and product development, namely a strategy that is carried out without changing the direction of the strategy that has been applied, meaning that there is no significant change from the previous strategy, where the Puskesmas Sukawati II, Gianyar only need to develop through the personal performance of officers. Medical services, especially in dental and oral health services, are carried out by improving and developing the quality of dental and oral health services provided to the community, besides that the Puskesmas must also always follow the development of existing technology because current technological developments are used to compete with other competitors. One way that can be done is with the E-Commerce system, which is a method that prioritizes the online system in registration and obtaining information about the Puskesmas Sukawati II, Gianyar. Internal indicators generate strengths and weaknesses, while external indicators generate opportunities and threats. Analysis of the internal external matrix has discussed the indicators in question, the following are the strengths, weaknesses, opportunities and threats of the Puskesmas Sukawati II, Gianyar. From the SWOT matrix, alternative strategies can be obtained that can be applied by the Puskesmas Sukawati II, Gianyar in the future, including (Kemkes RI, 2012; Kemkes RI, 2014; Kemkes RI, 2019; Raiyanti *et al.*, 2017):

1. SO (Strength-Opportunities) Strategy. This strategy seeks to utilize the strengths of the Puskesmas to obtain the maximum available opportunities. Strategies that can be applied by the Puskesmas Sukawati II, Gianyar in this study include:
 - a. Medical personnel, especially in dental and oral health services, to continue to serve all patients who come during working hours to visit even though they are not the target of the work area by utilizing online registration technology.
 - b. Maintaining good cohesiveness and teamwork by coordinating in the field both between UKP (Individual Health Efforts) and UKM (Public Health Efforts).
2. ST Strategy (Strength-Threats). This strategy uses strength to overcome threats, the strategies that can be done are:
 - a. In addition to paying attention to the complaints and needs of the community through the mailbox as an effort to improve services, it is hoped that all employees and nurses will continue to follow technological developments, so that the Puskesmas is able to prove and improve the quality of dental and oral health services that have taken place.
 - b. In addition to providing technology training for elderly In addition to providing technology training for elderly human resources, the existing quality team should review the quality of Puskesmas services, in order to determine if they are able to compete in the use of technology in providing dental and oral health services. Increase the use of PPE to avoid exposure to the COVID-19 virus when providing dental and oral health services at the dental clinic.

3. WO (Weakness-Opportunities) Strategy. This strategy minimizes weaknesses by taking advantage of opportunities. Strategies that can be used are:
 - a. With a fairly strategic location and close to the tourism area, it is hoped that medical officers will be able to provide excellent service for patients, especially in dental and oral health services.
 - b. Maintain a clean and comfortable Puskesmas environment and arrange visits for healthy and sick patients to prevent disease transmission.
4. WT (Weakness-Threats) Strategy. This strategy minimizes weaknesses and avoids threats. The strategies that can be implemented are:
 - a. Assessing the competencies possessed by each employee, so that they are placed according to their competencies so that they are able to provide maximum service and can compete with foreign practices around the Puskesmas.
 - b. Helping people who have health facilities in other health centers so that they are given facilities such as being managed collectively based on the Banjar in order to get access to services and health facilities that are easily accessible

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CONCLUSION

Based on research that has been carried out using research² valuation methods and SWOT analysis, strategies that can be used in an effort to improve the quality¹⁷ dental and oral health services at the Puskesmas Sukawati II, Gianyar in the future are the SO (Strength-Opportunity), ST (Strength-Threats), WO (Weaknes-Opportunities) and WT (Weakness-Threats) consisting of: (1) To medical and non-medical officers, especially in the field of dental and oral health, as Human Resources in order to continue to serve all patients who come during visiting hours even though they are not the target of the work area by utilizing technological developments; (2) Maintaining the cohes²¹ness and teamwork that already exists, which can be done by coordinating well between individual health efforts (UKP) and community health efforts (UKM); (3) A strategic location close to the tourism area has the opportunity to attract the public's interest in routinely checking their dental and oral health. Through this, the Puskesmas is expected to be able to maximize it by providing excellent dental and oral health services for patients who need treatment, especially in the health sector. We brush our teeth and mouth to maintain our competitive edge against competitors around the Puskesmas; (4) Keep the health center environment clean and comfortable for patients, and it is expected to be able to regulate the flow of visits for healthy patients and sick patients, to minimize the risk of disease transmission, and pay attention to complaints and community needs through mailboxes as an effort to improve services, in addition to by using an online-based service system, all employees are expected to always keep abreast of technological developments so that the Puskesmas are able to improve and improve the quality of services that have taken place, especially dental and oral health services; (5) The existing quality team should always review the quality of Puskesmas se²³nces. Besides that it is also expected to be able to provide technology training for elderly human resources, so that th³ are able to compete in the use of the latest technology in providing services, espec¹³ally in the field of dental and oral health; (6) Increase the use of PPE to avoid exposure to the COVID-19 virus, where one of the transmissions of COVID-19 can be transmitted through the mouth, so that in providing dental and oral health services to patients it can still be carried out optimally and prevent the risk of COVID-19 transmission during the pandemic; (7) Assessing the

competencies possessed by each employee so that they are placed according to their competencies so that they can provide maximum dental and oral health services, and be able to compete with other competitors around the Puskesmas.

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