

Original Article

# Go-Khitan's Home Care Circumcision Service Innovation Increases Customer Satisfaction

Sutrisno<sup>1</sup>, Vitri Dyah Herawati<sup>1</sup>

<sup>1</sup> Fakultas Sains, Teknologi dan Kesehatan Universitas Sahid Surakarta.

ARTICLE INFO

ABSTRACT

**Article History**

Submit : May 24, 2024  
 Revised : Jun 25, 2024  
 Accepted : Jun 26, 2024

**Keywords:**


Go-khitan, Home care, Innovation, Customer Satisfaction, Circumcision

**Background:** Innovation has an important role in the implementation of health-related services to the community so that they can be better, cheaper and faster. Home care Go-Khitan is a health service provided by professionals at the patient's place of residence with the aim of helping to meet the patient's needs in overcoming the health problems they are experiencing. This research aims to see the extent of Go-Khitan Home Care health service innovation and its impact on circumcision customer satisfaction

**Methods:** The type of research carried out was descriptive correlative using a cross-sectional design with a sample size of 32 respondents. Data collection was carried out by taking data through innovation questionnaires and customer satisfaction questionnaires directly and by Google forms.

**Results:** The research results were analyzed using the Kendall Tau statistical test and the p value was 0.01. This value have meaning that Go-khitan home care health service innovation has a significant relationship with customer satisfaction


**Conclusion:** Circumcision at home In a roundabout way, innovation will raise the bar for service excellence. Customer satisfaction will rise as service quality reaches its maximum potential.

 Corresponding Author


: Sutrisno

 Affiliation

: Universitas Sahid Surakarta

 Email

: roshansutrisno@gmail.com

 Cite this as

: Sutrisno, S., & Herawati, V. D. . (2024). Go-Khitan's Home Care Circumcision Service Innovation Increases Customer Satisfaction. Journal of Applied Nursing and Health, 6(1), 184-192. <https://doi.org/10.55018/janh.v6i1.193>

## Introduction

Services in the health sector are an element that is always related to the influence of globalization that is currently occurring. Globalization is able to change people's way of life in determining their tastes and preferences, and being free to choose anything and allowing for free, merciless competition and cruel competition that will defeat and abandon the weak if they are unable to face the competition. This makes many organizations, including organizations in

the health service sector, innovate in providing their services. Services that are innovative and make it easier for people as service users will be more popular with the public. (Katias et al., 2023) revealed that developments in the business world are currently happening very quickly, resulting in quite tight competition, considering that entrepreneurs are trying to increase their market share and of course reach new consumers in order to improve their business. Therefore, every entrepreneur must be able to determine the right



business strategy so that his business can last a long time and achieve the goals of the business (Pelipa & Marganingsih, 2020)

Innovation is the process of introducing and implementing new ideas, products and procedures which are then implemented by certain parties in society, which are designed to provide convenience and benefits for individuals, groups, organizations and the wider community. Innovation is also called a result of new thinking that is applied to human life (Ancok, 2012). Innovation has a wide area because the product can be in the form of services or goods, marketing methods and processes or organizational methods that are the latest or have undergone changes so that they can be used as a means of getting out of all forms of difficulties, obstacles or problems that have been faced by the organization. (Peter & Olson, 2014) . Schumpeter was an expert who first put forward the concept of innovation, explaining that innovation is a combination of various production factors created by entrepreneurs and innovation is a very important supporting force as a driver of economic growth. (Schumpeter, 2017)

Innovation has an important impact in changing a public service, especially in cutting long and convoluted channels like bureaucracy in general. Innovation is also able to change people's habits or people's perception of a public service. If they previously thought that public services were very complicated and difficult, through service innovation they can get new things that they have never experienced before. In health services, service innovation also plays an important role in the implementation of health services to the community so that they can be better, cheaper and faster. Product innovation is the result of the development of new products produced by a company or industry, both pre-existing and non-existing

products (Dewanto et al., 2014). Old products whose demand is very low and have reached saturation point in the market require innovation to replace these old products. Replacement can be done by presenting a completely new product or by developing or modifying an old product to make it more modern and contemporary, so that it can continue to increase consumers' desires and reduce doubts about buying the product. To avoid failure, product innovation is the most rational step. Innovation is an obligation and necessity for every company, especially in the health sector, and is no longer an option. In conclusion, innovation is the answer to all challenges and problems faced by the public and private sectors (Widodo, 2016). One form of innovation in health services is home care services. Home care services are one option that can be utilized by the community. The busy lives of each family member and the complexity of medical procedures make families demand services that can be provided more flexibly in their own homes (Sutrisno et al., 2021)

Home care services, which previously focused on services for sick family members only, are now developing and being used for other health services for people who are not sick, one of which is circumcision services. Circumcision is the activity of cutting the part of the male genital skin that covers the tip so that it is completely exposed. Studies show that Circumcision can reduce the risk of contracting HIV (Human Immunodeficiency Virus) by approx 60% in men. The risk of contracting other sexually transmitted infections, such as syphilis and chancroid as well reduced in men who have been circumcised. Circumcision also reduces the risk of infection HPV (Human Papilloma Virus) in the penis increases the risk of cervical cancer in the partner women also decrease (WHO, 2018)

In general, circumcision services are carried out in clinics and hospitals that provide circumcision services, but currently there is the Go-Khitan home care circumcision service where customers do not need to come to the clinic or hospital, the circumcision procedure is carried out at the customer's home. Service orders are also made through media, either via WhatsApp, Instagram, Facebook or coming directly to the practice location. Health service innovations like this are starting to be found in many communities because they make things easier for people and provide satisfaction for circumcision customers.

Basically, the meaning of customer satisfaction and dissatisfaction is the difference between expectations and perceptions or views of perceived performance. This definition is based on the "disconfirmation paradigm" introduced by Oliver that the performance of service providers is at least the same as customer expectations. Oliver also interprets customer satisfaction or dissatisfaction as the final value of a purchase where the goods or services chosen are at least the same as or exceed the customer's expectations. Patient satisfaction is something that is difficult to measure, can change, is subjective, and has many influencing factors.

There is no standard standard for determining patient satisfaction, apart from the fact that satisfaction is relative, each customer's expectations are also different. But empirically, patient satisfaction can be understood by assessing (five) dimensions of service quality as indicators of customer satisfaction, that is : evidence of physical appearance (tangibles), providing attention (emphaty), reliability (reliability), responsiveness (responsivennes), assurance of certainty (assurance) (Yunus, 2016)

The combination of home care circumcision services and easy access to reservation information and consultations via various social/electronic media is very suitable for the current era. Around 90% of customers use Go-khitan home care services, the remaining around 10% come to the clinic and get circumcision services at the clinic. The majority of customers get information from social media or information from other customers. The large number of customers who use this service makes researchers interested in seeing the extent of the influence of Go-Khitanini's home care service innovation on customer satisfaction.

## Methods

This research is a correlative descriptive research, describing a situation of more than one variable and then looking for a correlation or influence of one variable on another variable. The research design uses a cross sectional design, that is the data from all variables are taken at the same time. The population of this research is circumcision customers who utilized the Go-Khitan home care service at Griya Khitan Mubarak Kartasura in January –August 2022, there are 32 respondents join with this research. The sample chosen was 32 respondents using total sampling technique. The research was completed in September 2022

Researchers used two research instruments, the first is go-khitan home care service innovation questionnaire which contains 15 statement items, and the second is customer satisfaction questionnaire which contains 25 statement items. The collection method in this research uses a questionnaire method and distributes it to respondents via face-to-face meetings and also the google form application and using WhatsApp media.

Data were analyzed univariately and

bivariately, univariate analysis in this study was to describe the characteristics of respondents which included: age, gender, occupation, education level, go-khitan home care service innovation, customer satisfaction. Bivariate analysis is an analysis carried out on

two variables that are thought to be related or correlated. In this research, the *Kendal Tau* correlation test was used with SPSS 26 program.

## Results

Table.1 Respondent Demographic Data

No	Characteristics	Frequency	Percentage (%)
1	Age		
	≤ 11 y.o	0	0
	26 – 35 y.o (early adult)	8	25
	36 – 45 y.o (Late adult)	24	75
	46 – 55 y.o (early elderly)	0	0
	≥ 60 y.o ( late elderly)	0	0
2	Sex		
	Male	19	59,4
	Female	13	40,6
3	Education Level		
	Primary School	0	0
	Junior School	6	18,7
	Senior School	10	31,3
	Diploma-Bachelor	16	50
	Total	32	100.00

Table 1 shows that the age of most of the respondents was between 36-45 years, there are 24 (75%) respondents, with the gender of the respondents being mostly male, 19 (59.4%) respondents, and the education of most respondents was Diploma/Bachelor there are 16 (50%) respondent.

Go Khitan's home care health service innovation is assessed based on 3 parameters, namely effectiveness, efficiency and accountability of service. These three parameters show how well the innovation of a health service is

Table.2 Go-Khitan Home Care innovation

Category	Frequency	Percentage ( % )
Very good	28	87.5
Quite good	4	12.5
Less	0	0
Total	32	100.0



Table. 2 show that out of 32 respondents, 28 respondents (87.5%) rated the Go- khitan home care service innovation, which is one of the circumcision service systems at Griya Khitan Mubarak, as very good and quite good, 4 (12.5%) respondents.

Satisfaction of circumcision customers at Griya Khitan Mubarak is assessed based on 5 parameters, namely Tangible, Reliability, Responsiveness, Assurance, Empathy, each of these parameters has assessment points which are then totaled for each respondent according to Table 3.

Table 3. Griya Khitan Mubarak Customer Satisfaction

Category	Frequency	Percentage ( % )
High	27	84.4
Sufficient	5	15.6
Insufficient	0	0
Total	35	100.0

Table 3 shows that of the 32 respondents who are Griya Khitan Mubarak customers, they expressed their level of satisfaction with the services provided, namely 27 respondents (84.4%) had high satisfaction, while 5 respondents (15.6%) stated their satisfaction was at a sufficient level.

Table 4. Relation between go-khitan Innovation ang customer satisfaction

		Customers Satisfaction								r	p value
		High		Sufficient		Insufficient		Total			
		f	%	f	%	f	%	f	%		
Go-Khitan Innovation	Very good	25	78,1	3	9,4	0	0	28	87,5	0,714	0,01
	Quite good	0	0	4	12,5	0	0	4	12,5		
Total		25	78,1	7	21,9	0	0	32	100,0		

Based on Table 4. above, it shows that of the respondents who rated the service innovation as very good, they had high satisfaction, namely 25 respondents (78.1%), while those who rated the health service innovation as very good and had sufficient satisfaction were 3 respondents (9.4%). Respondents who rated health service innovation in the sufficient category and their satisfaction in the sufficient category were 4 respondents (12.5%). The results of statistical tests with Kendall tau show the p value is 0.01 and an r value is 0.714. This value shows that there is a significant correlation between innovation and customer satisfaction, with a strong correlation value.

## Discussion

Based on the age of the respondents, the majority were in the late adult age range of 36-45 years as many as 24 respondents. Age is one factor that can influence a person's satisfaction with home care

circumcision services. Younger age groups have a tendency to demand more and have high expectations of health service capabilities and tend to criticize (Abdilah & Ramdan, 2014). The results of this research are also supported by research conducted



by Hutabarat (2013) where older people tend to have a higher level of satisfaction compared to younger people. The results of this study are also in line with research by (Tampanguma et al., 2022)(Sulistyawati, 2015) which states that older people tend to feel more satisfied. This is because at this age they do not have many demands for certain things. Younger people are generally more aggressive in seeking information which can ultimately make them compare the services they get in one place to another.

From the research results, data was obtained that the majority of respondents had higher education, Diploma/Bachelor , numbering 16 respondents (50%). The level of education can influence a person's rational and irrational thought patterns in making decisions, using or exploiting health services. A person with low education has a high tendency for inconsistent perception (not being consistent in his stance), and is easily influenced compared to someone with a high educational background

Based on the research results, data was obtained that the majority of respondents were men, namely 19 respondents (59.4%). In relation to circumcision health services, all of them are boys, usually the one who tends to care about everything related to the child is the father, so most of the respondents who filled out the questionnaire were men. Based on research by (Hidayati et al., 2014) it is stated that there is no relationship between gender and home care health service innovation

Based on the research results, data was obtained that the majority of respondents stated that Go-Khitan's home care health service innovation was included in the very good category, namely 28 respondents (87.5%). Go-khitan home care health service innovation is assessed based on three parameters, namely effectiveness, efficiency and accountability. Service

Innovation is defined as achievements in improving and improving the systemservices through new methodological approaches or tools in community services. The service innovation referred to in this research is health-based service innovation through the Home Care circumcision program.

Effectiveness is a condition that shows the extent to which the plans that have been made can be achieved by someone. A service can be said to be effective if it meets several criteria, including being able to change and influence and bring better results. Efficiency is a measure of the success of an activity which is assessed based on the resources used to achieve the desired results and the amount of costs spent. Accountability is the obligation to provide answers and explain performance carried out, as well as the responsibilities or actions of a person/legal entity/leader of an organization to parties who have the right or authority to request further information and accountability from service providers. (Widodo, 2016).

### 3. Customer Satisfaction

Based on the research results, it was found that respondents had high satisfaction with circumcision home care services, namely 27 respondents (78.1%). Respondent satisfaction in this study was assessed based on five indicators, namely tangible, reliability, responsiveness, assurance and empathy. Tangible (tangible) has the meaning of physical evidence, which is the ability of a provider of goods/services to demonstrate its existence to the wider community who receive services, including the number and quality of facilities available, the physical appearance of employees or employees and the equipment used when providing services to customers. Reliability is the ability of an institution or organization to provide services as planned by the service provider and according to



promises made accurately. Performance must be able to be carried out in accordance with customer expectations, namely sympathetic service, timely service, and providing service without errors. Responsiveness is the ability to provide fast and accurate service to customers without forgetting to convey clear and accurate information to customers. Assurance is a guarantee of certainty obtained from good communication by employees, polite employee attitudes, good knowledge and skills, so as to increase customer trust. Empathy is paying attention to individuals/individuals who are customers sincerely and sincerely, and trying to really understand the customer's hopes and desires.

Based on the research results, data was obtained using the Kendall Tau statistical test, namely  $p$  value = 0.01. This value shows that there is a significant relationship between the variables of innovation and customer satisfaction. Basically, the meaning of customer satisfaction and dissatisfaction is the difference between expectations and perceptions or views of perceived performance. If customers or consumers have no previous experience with a service provider, then their perception of the quality of the service provider's services will be based on expectations (customer expectations).

Marketing strategy is the main thing that every entrepreneur needs to have in order to achieve their business goals (Nurpratama & Anwar, 2020) (Assauri, 2014). Business strategy basically refers to a company's plan for allocating its resources by promoting products or services and targeting consumer groups in order to gain profits. Go-Khitan home care services is one of marketing strategy, it will make easier for customers to get services without having to leave the house. Children undergoing

circumcision remain at home while undergoing the circumcision process. All patient needs are related to the circumcision process and after the circumcision have been prepared by the service provider. Access to information using media also makes it very easy for customers to be able to consult 24 hours after the child undergoes circumcision until the child recovers. This is what causes customers to feel satisfied with home care circumcision services.

Customers will usually tell their family and close friends about the health service experiences they have had. They are generally ready to provide information if one day they are asked by relatives or friends who know someone who has used the services at that place. In line with research by (Fatmala, 2015) which states that good service will greatly determine the satisfaction of patients and the patient's family. Quality service is related to perceptions of responsiveness, reliability, perceptions of empathy and perceptions of assurance. These four perceptions are very strong factors influencing patient and patient family satisfaction, in this case related to circumcision services and other health services carried out in the customer's home.

Satisfactory service can be achieved through various activities and each activity requires quality human resources (Man), available organizational budget (Money), required equipment facilities (Materials), technical equipment (Machine) and rules or guidelines related to policy. organization (Methods) (Batmomolin & Noya, 2014).

Go-khitan Health service innovation is closely related to the quality of services provided by providers. Nursalam, (2016) stated that the concept of service quality is a complex one about quality, whether it is satisfactory or not. Good service quality is proof of good service, so the patient's family

will feel happy and confident in the service provided to the patient and the patient's family. On the other hand, if the patient's family's perception of the service is bad, then the patient's family satisfaction will also be lower. This is in line with research conducted by Wisnalmawati (2015) which shows that on average patients reuse health services because they are satisfied with previous services.

## Conclusion

Go-khitan service innovation is a form of innovation in health/circumcision services where a person does not need to come to a health service to get certain services. Based on the research results, it was found that innovation scores were in the very good range of 28 respondents (87.5%) and the quite good of 4 respondents (12.5%). Customer satisfaction is a feeling experienced after comparing someone's perceived performance or results with their expectations. Based on the results of the assessment of respondents, scores were found in the high range, namely 27 respondents (84.4%) and in the sufficient range 5 respondents (15.6%) Based on the Kendall Tau statistical test carried out, the result was a p value of 0.01. These data show a significant relationship between go-khitan home care service innovation and circumcision customer satisfaction at Griya Khitan Mubarak as evidenced by a p value <0.05.

## Authors Contributions

The first author formulate and plan research activity, verifies critical thinking based on the phenomenon in community, collaborating with parties who are the target of research collaboration, be the main person responsible in activity study, publish and disseminate results study direct guide and supervise assistant researcher in

implement activity study. Research assistants are tasked assisting in collecting research data, assisting with data processing and preparing research reports.

## Conflicts of Interest

There is no conflict interest in this research, between researcher and the owner of Griya khitan Mubarak do the cooperation professionally. Researchers do not receive funding from the research site.

## Acknowledgment

Thank you to Sahid University Surakarta and also to Griya Khitan Mubarak for good collaborating in this research.

## References

- Abdilah, A. D., & Ramdan, M. (2014). Hubungan karakteristik pasien dengan kepuasan pasien rawat jalan di Puskesmas Sindangkerta Kabupaten Bandung Barat. *Jurnal Kesehatan Kartika*, 6(4), 56–66.
- Ancok, D. (2012). *Psikologi Kepemimpinan & Inovasi*. Erlangga.
- Assauri, S. (2014). *Manajemen Pemasaran Dasar, Konsep dan Strategi*. Raja Grafindo Persada.
- Batmomolin, A., & Noya, L. (2014). Hubungan Faktor Individu Dengan Komitmen Perawat Pada Organisasi Di Rumah Sakit Hati Kudus Langgur Kabupaten Maluku Tenggara Tahun 2013. *Jurnal Kesehatan Terpadu*, 6(1), 31–44.
- Dewanto, W., Mulyaningsih, H. D., Permatasari, A., Anggadwita, G., & Indriani, A. (2014). *Manajemen inovasi* (1st ed.). Andi Offset.
- Fatmala, K. (2015). *Gambaran Kepuasan Pasien dan Keluarga Terhadap Pelayanan Keperawatan Menggunakan 5 (Lima) Dimensi Mutu di Ruang Rawat Inap Kelas III Rumah Sakit Umum Daerah Ungaran*.
- Hidayati, A. N., Suryawati, C., & Sriatmi, A. (2014). Analisis Hubungan Karakteristik dengan Kepuasan Pelayanan Rawat Jalan Semarang Eye Center (SEC) Rumah Sakit Islam Sultan Agung Semarang. *Jurnal Kesehatan Masyarakat*, 2(1), 11–12.



- Katias, P., Herlambang, T., Adinugroho, M., Yudianto, F., & Anshori, M. (2023). Sosialisasi Pengembangan Sistem Manajemen Strategi dengan Pelatihan Simulasi Estimasi Profitabilitas Perusahaan di PT Abisakti Surya Megakon. *Indonesia Berdaya*, 4(4), 1615–1622.
- Nurpratama, M., & Anwar, S. (2020). Penerapan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah (Umkh) Di Kelurahan Karangmalang. *Jurnal Investasi*, 6(2), 87–102.
- Nursalam. (2016). *Manajemen Keperawatan: Aplikasi Dalam Praktik Keperawatan Profesional* (5th ed.). Salemba Medika.
- Pelipa, E., & Marganingsih, A. (2020). Membangun Jiwa Wirausahawan (Entrepreneurship) Menjadi Mahasiswa Pengusaha (Entrepreneur Student) Sebagai Modal Untuk Menjadi Pelaku Usaha Baru. *Jurnal Pendidikan Ekonomi (JURKAMI)*, 5(2), 125–136.
- Peter, J., & Olson, J. (2014). *Perilaku konsumen dan strategi pemasaran*. Salemba Empat.
- Schumpeter, J. (2017). *The Theory Of Economic Development*. Harvard University Press.
- Sulistiyawati, N. M. (2015). Kepuasan Pelanggan Restoran Indus. *E-Jurnal Manajemen Unud*, 4(8), 2318–2332.
- Sutrisno, Putra, F. A., & Sukatmi, T. (2021). Hubungan jiwa kewirausahaan dengan kualitas pelayanan home care. *Jurnal Keperawatan Indonesia*. Volume 15 . No 1. *Jurnal Ilmu Keperawatan Indonesia*, 15(1).
- Tampanguma, I. K., Kalangi, J. A. F., & Walangitan, O. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Rumah Es Miangas Bahu Kota Manado. *Productivity*, 3(1), 7–12.
- WHO. (2018). *Manual for male circumcision under local anaesthesia and HIV prevention services for adolescent*.
- Widodo, T. W. U. (2016). *Inovasi sebagai keniscayaan baru dalam Ilmu dan Praktek Administrasi Publik di Indonesia (Laskar Inovasi Deputi Inovasi Administrasi Negara*. Laskar Inovasi Deputi Inovasi Administrasi Negara.
- Yunus, A. (2016). Pengaruh Service Quality (Tangible, Empathy, Reliability, Responsiveness & Assurance) terhadap Customer Satisfaction: Penelitian pada Hotel Serela Bandung. *Jurnal Manajemen*, 15(2), 255–270.