

Excellent Service: Review of Company Services in the Perspective of Islamic Ethics

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Abstract

Health services are a basic need for people both from the rich and for the underprivileged. In the process of health services, excellent service is needed from service providers to customers. Excellent service or Service Excellent must be done by health service providers to create satisfaction for customers. In this era, it is necessary to have Service Excellent guidelines based on Islamic principles. For this reason, there needs to be research that examines how excellent service or Service Excellent in the perspective of Islamic ethics. This research is a qualitative research with purposive sampling techniques. The location of this research is at Qolbu Insan Mulia Hospital, Batang Regency. Data obtained through observation, interviews and documentation. Data analysis techniques by reducing data, presenting data and drawing conclusions. The results of the research show that Qolbu Insan Mulia Hospital has implemented excellent service / Service Excellent and the excellent service has conformity with the perspective of Islamic ethics. This is shown through several indicators that are achieved and in accordance with the perspective of Islamic ethics, namely service procedures, service time, service costs, service products.

Keywords: excellent service, company service, Islamic ethics perspective

A. Introduction

Hospitals always accept patients for treatment every day, this indicates a high demand for health services. Especially with the existence of BPJS Kesehatan which makes it easier for everyone to get health services. With the existence of BPJS Kesehatan, people feel covered by the costs of treatment which can be categorized as quite expensive. Excellent service is expected to create customer satisfaction and can be a reference / service guideline to maintain and improve the quality of services provided, where excellent service is the most important thing in maintaining the sustainability of the hospital. As for the spearhead of excellent service are employees who intersect / make direct contact with consumers. This then requires employees to know and be able to provide the best service, namely to become a reliable competent employee. Consumers will of course feel disappointed if they get or receive services that are less than satisfactory or even unsatisfactory. This disappointment can then affect the quality and image of the hospital which results in the sustainability of the hospital. Therefore, the hospital must do the best possible service so that consumers feel satisfied.

For the existence of services based on Islamic ethics that are realized including the recommendation to be kind and soft-spoken as described in the Qur'an

Surah al-Hijr verse 88, then mutual respect which is explained in the Qur'an Surah Al-Hujurat verse 12. Therefore, it is deemed necessary by the researchers to review the excellent service in QIM Hospital with the indicators of Islamic ethics above. The researcher chose the Qolbu Insan Mulia Hospital to be the place of research because the Qolbu Insan Mulia Hospital is still quite young in age but has become a Hospital with Plenary (Five Star) accreditation. QIM Hospital became the first hospital in Batang Regency and Pekalongan City to have obtained plenary accreditation, the award of the plenary level was based on survey results from KARS (Hospital Accreditation Committee) surveyors by examining the administration side and its implementation in the field.

B. Discussion

1. Excellent Service

Excellent service is a translation of the term "excellent service" which literally means the best or very good service. It is said so because it meets the applicable service reference in the service provider agency (Daryanto and Setyabudi 2014). Excellent service is service that is very good and exceeds customer expectations, service with high quality standards and always follows the development of customer needs consistently and accurately. Services are invisible or cannot be touched. Through service, companies attract and retain customers, customers are attracted by more competitive offers and maintained by providing satisfaction (Rahmayanty 2013).

According to Moenir, quoted by Freddy Rangkuti, that service is an action taken by others so that each of them gets the expected benefits and satisfaction (Rangkuti, 2017). Excellent service will create a good impact on the process of improving the quality of service to customers and can be a benchmark in developing service standards. The concept of excellent service is as follows (Daryanto and Setyabudi, 2014):

a. Attitude

In carrying out excellent service to customers, attitude is something important. A friendly and patient attitude in providing services, both to upper-class customers and lower-class customers, must be done fairly. Attitude-based services include harmonious appearance, positive thinking and respect.

b. Attention

This is done by paying attention to customer desires and focusing on creating customer satisfaction. This attention can be realized by sharing efforts, such as by observing the character of the customers who come. Understanding the interests and needs of customers, and being able to provide advice to customers when needed, there are three main principles in the concept of attention, namely: listening and understanding customers; observing customer behavior; and give full attention.

c. Action

The next step after serving with a good attitude and good attention is to make it happen in action. In carrying out the action, the principle must be fast, precise, efficient, and safe.

d. Anticipation

As the last back up in an effort to provide excellent service to customers is to prepare a solution for every possibility that could happen. These anticipations are certainly anticipations related to the interests of customers.

2. Islamic Ethics Perspective

The main principles of Islamic teachings carry three major topics, namely, Iman, Islam, and Ihsan which lead to taqwa. The main sources of Islamic teachings are the Koran, as-Sunnah and Ijtihad. Islamic teachings not only provide guidelines on how humans relate to their God, but also provide guidelines on procedures for dealing with fellow humans or muamalah. Where Islam provides guidelines on how to do muamalah ethics, including in business. Islam regulates how humans can run businesses in accordance with ethical principles of Islamic teachings so as to create humans who have noble character as the Prophet's Message to perfect human morals.

Ethics is a science that discusses the problem of human actions or behavior, which are considered good and which are evil (Alfan 2011). What distinguishes Islam from materialism is that Islam has never separated economics from ethics, just as it has never separated science from morality, politics from ethics, war with ethics and blood relatives from Islamic life (Qardhawi 1997). As for the attitude in doing business based on the Koran, it must contain the following attitudes (Aziz 2013):

- a. Sweet-faced and soft-spoken. This is explained in the Qur'an surah al-Hijr, verse 88.
- b. Forgiving, generous, not easily angered. This is explained in the letter al-Hijr, verse 85.
- c. Be humble and speak sweet words. As in Surah Luqman, verses 18-19.
- d. Not proud. The word of God in surah al-Qasas, verse 76.
- e. Inviting and giving wise orders. It is explained in surah an-Nahl, verse 125.
- f. Mutual respect and not prejudice. It is described in surah al-Hujurat, verse 12.
- g. Do not give bad designations or terms. It is explained in the Qur'an surah al-Hujurat, verse 11.
- h. Implementation of good and orderly administration and proper management. This attitude is based on the word of God, surah al-Baqarah, verse 282.
- i. The existence of willingness (al-rida), which is a consensual condition between the parties involved in the business. This has been stated in the letter an-Nisa verse 29.

The basic attitudes in Islamic business ethics above become the basis for every Muslim in muamalah. Which is where these attitudes are intended so that masalah can be realized in the life of muamalah. The indicators of Islamic ethics are shiddiq, Amanah, tabligh, fathanah, and the orientation of the hereafter.

The work ethic in Islam is a way of working that is believed by a Muslim that not only to glorify himself or to show his humanity, but also to be the embodiment of good deeds, because he has a very noble worship (Mardani 2014).

There are 25 indicators of Muslim work ethic according to Toto Tasmara written by Abdul Aziz in his book, namely (Aziz 2013):

Table 1
Indicators of Islamic Work Ethic

Number	Indicators of Islamic Work Ethic	Information
1.	Appreciate time	Q.S. al-Ashr (103): 1-3
2.	Have clean morality	
3.	Honest	"Honest traders are equal to prophets, martyrs, and pious people in the hereafter." That is, trustworthy and not arrogant
4.	Have commitment	sincerity to complete the work, the desire to move forward
5.	Strong stance (Istiqamah)	
6.	High discipline	
7.	Dare to face challenges	
8.	Self-confident	
9.	Creative and innovative	Creative in working so that it is more effective and efficient
10.	Responsible	
11.	Love to serve	
12.	Have self-respect	
13.	Have a leadership spirit	
14.	Forward oriented	
15.	Living frugally and efficiently	
16.	Have an entrepreneurial spirit	
17.	Have the instinct to compete (fastabiqul khairat)	
18.	Desire to be independent	
19.	Thirsty for knowledge	
20.	Have a wandering spirit	
21.	Pay attention to health and nutrition	
22.	Tough and never give up	
23.	Productivity oriented	
24.	Enrich the friendship network	
25.	Have a spirit of change	

3. Satisfaction

According to Barsky (1992), customer satisfaction is one indicator of the success of a business. This has become a common belief because by providing satisfaction to consumers, the organization can increase the level of profit and gain a wider market share (Daryanto and Setyabudi 2014). Consumer satisfaction can also be interpreted as a condition where the needs, desires and expectations of consumers can be met through the products consumed. Satisfied consumers consume these products continuously, encourage consumers to be loyal to a product and service and are happy to promote these products and services by word of mouth (Yuniarti 2015). Customer satisfaction has become a central concept in marketing theory and practice, as well as being one of the main goals in business activities. According to Wilkie (1994) there are five elements of customer satisfaction, namely; expactations; performance; comparison; discrepancy.

A person's level of satisfaction with an object also varies, including satisfied, quite satisfied, very satisfied and dissatisfied. The satisfaction felt by patients with the same service will also differ depending on the background of the patient himself. Individual characteristics that have existed before the presence of a disease are called predisposing factors or predisposing factors. These factors include: rank, economic level, social position, education, socio-cultural background, general ethnicity, gender, mental attitude and personality of a person (Anderson and Dkk 2009).

4. Data Discussion

a. Observation Result

Table 2

Technique	Service Procedure	Service Time	Service Fee	Service Products
Observation	The procedure is simple and easy to understand and not complicated	There is punctuality in service	There is clarity of costs borne by the customer and there is transparency over costs. There is a payment procedure that relieves customers who have difficulty in paying.	There is a match between the results received for the product and the provisions of the service product.

b. Interview Result

Table 3

Interview Stage	Service Procedure	Service Time	Service Fee	Service Products
First	Easy to understand, simple and uncomplicated. The patient and the patient's family are given an explanation of the provisions and rights and obligations then the patient and the patient's family are also guided or directed regarding the next flow/procedure	Responsive and fast service time and service process	the costs that are charged or must be borne by the patient at a later date have been explained at the beginning along with the provisions in the service process	The results of the service are in accordance with the service products that have been set
Second	Easy to understand, simple and uncomplicated	There is a timeliness of service and a responsive and fast service process.	Fees are clear and transparent.	The results obtained by the customer are in accordance with the provisions of the service product.
Third	The service procedures from QIM Hospital are easy to understand and implement	service time is right, there is speed in service and fast response	There is clarity regarding the costs charged to the patient	There is a match between the results received by the patient and the established conditions
Fourth	Service procedures that are easy to	There is timeliness of service and	There is clarity of costs charged	There is a match between the

	understand and implement as well as simple and uncomplicated procedures	relatively fast service completion time	to patients during the service process and there is transparency of costs spent	results received from the service product and the provisions that have been set
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Service Procedure

The implementation of excellent service at QIM Hospital in terms of service procedures, namely the patient and the patient's family consider that the service procedure is easy to understand and implement, the procedure is simple and uncomplicated, there is clarity in the procedure and directions related to the flow that must be passed. These results are in accordance with the SOP owned by the QIM Hospital regarding the registration of inpatients where there are 17 points in the procedure, some of which are officers receiving patients at the initial hospitalization in a friendly manner, officers providing explanations to patients regarding registration and patient admission forms via hospital computer program by inputting data. The research findings are in line with the principles of business attitude in Islam as described in the Qur'an surah al-Baqarah verse 282, where in the verse it is explained that we must implement good and regular administration and proper management.

Service Time

Implementation of excellent service at QIM Hospital in terms of service time, namely the timeliness of service and responsive service processes and relatively fast completion times. Viewed from the perspective of Islamic ethics that Islam really values time as the Word of Allah SWT in Q.S. al-Asr (103) verses 1-3. By respecting time it will create discipline and high productivity, respecting time is one of the Islamic work ethic.

Service Fee

Fees charged to patients during the service process as well as transparency in the use of fees, there is no coercion on patients in choosing the services to be used and providing convenience for the costs to be paid by patients. QIM Hospital has several SOPs for payment, in the SOP for General Patient Treatment Fees (Deposit) there are five points that become a reference in its implementation. Viewed from an Islamic perspective that the implementation of these services is in accordance with Islamic principles which command to always be honest in muamalah, based on consensual or willingness ('an taradhin minkum) as explained in Q.S. an-Nisa (4) verse 29.

Service Product

The service products provided to patients are good and in accordance with the provisions that have been set and the creation of satisfaction with the service products provided. Viewed from an Islamic perspective, namely that the implementation of excellent service is in accordance with Islamic ethics, namely

Amanah which is the embodiment of monotheism. Honesty is a guideline in providing services, with honesty, customers will have a sense of trust in the company. Maintaining the trust of customers is a must, there are no actions or actions that harm or disappoint customers.

C. Conclusion

From the results of the research above, it shows that QIM Hospital has implemented excellent service as evidenced by the realization of four indicators, namely service procedures, service time, service costs, and service products. Of the four indicators, a review of Islamic ethics was carried out, which obtained conformity with the principles of Islamic business ethics, Islamic ethics and indicators of Islamic work ethic. So it can be concluded that QIM Hospital has implemented excellent service based on four indicators and from the excellent service applied it has conformity with Islamic ethics.

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