

## **Commitment to Changing Services to Be the Best for Championing (Innovative) Behavior Post-Accreditation SNARS Version at Gambiran Regional Hospital, Kediri City**

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### **ABSTRACT**

**Background.** The growth of hospitals creates increasingly fierce competition and customers increasingly have selective choices, and this is a challenge that will affect the sustainability of the organization. Alternative competitive strategies are needed for hospitals to improve the quality and quality of services through accreditation assessments. Post-accreditation results from hospitals alone will not be enough to be balanced with a commitment to change services for the better. Good commitment will give rise to championing behavior in facing increasingly dynamic environmental changes. **Research purposes.** Analyzing the relationship between commitment to changing services to the best and championing (innovative) behavior after SNARS version accreditation at Gambiran Regional Hospital, Kediri City. **Research methods.** Quantitative research with correlational design. The population in this study were ASN nurse employees at Gambiran Regional Hospital, Kediri City with a sample of 122 respondents using the Proportional Random Sampling technique. The independent variable is commitment to change and the dependent variable is championing behavior. Data collection used questionnaires and Spearman correlation analysis. **Research result.** The results of the Spearman correlation test analysis showed that there was no relationship between commitment and Championing ( $p$  value  $0.569 > 0.05$ ). **Conclusion.** The innovative behavior of ASN employees is influenced by many factors, not only in terms of organizational commitment.

**Keywords :** Commitment, Championing Behavior, ASN Nurse Employees

### **INTRODUCTION**

The growth of hospitals creates increasingly fierce competition and customers increasingly have selective choices, and this is a challenge that will affect the sustainability of the organization. Alternative competitive strategies are needed by hospitals to improve the quality and quality of services in order to remain successful, both at the operational, managerial and strategic levels. Improving hospital quality and service performance must be pursued continuously. Independent parties or external parties who provide assessments are needed to improve quality with assessment standards determined by the authorities, namely through an accreditation mechanism to ensure improvements in service quality, performance improvements are carried out continuously (Sutoto, 2017).

In line with Mustofa (2018) explains that quality assurance is a top priority for all hospitals and is now mainly used as a competitive benchmark for hospitals, because customer satisfaction is determined by the quality of the products and services that consumers and customers want. This is in accordance with research by Solehudin (2023), that accreditation



influences the quality of hospital services with the trend of service quality values tending to increase,

Gambiran Regional General Hospital (RSUD) Kediri City carries out a Hospital Accreditation Survey according to Ministry of Health standards by the Damar Husada Paripurna Hospital Accreditation Institute (LARS DHP). In December 2022. And after carrying out a Hospital Accreditation Survey by (LARS DHP) with the National Standards for Hospital Accreditation (SNARS) Edition 1, Gambiran Regional Hospital was declared to have passed with 5 Star Plenary level status. The Plenary Predicate itself is the highest predicate or assessment result obtained given based on an assessment of the quality management and patient safety implemented in the hospital. From the results of this accreditation achievement, Gambiran Regional Hospital is committed to continuing to improve the quality of service and patient safety so that it can serve and contribute to a better future of Gambiran Regional Hospital so that it can improve services that are of higher quality and affordable for the community, so that the highest level of health can be achieved. to the community, especially in the city of Kediri and its surroundings.

With the Plenary title obtained, it is hoped that each hospital component must be committed to making changes to the best services in the hospital environment, especially changes in behavior that are oriented towards quality health services and patient safety. So that it can realize the Vision of Gambiran Hospital "To Become an Excellent Hospital, Quality in Service and Education". The Plenary Predicate from post-accreditation results of the hospital alone will not be enough, Gambiran Regional Hospital itself must have a commitment to changing services for the better, which every employee has. The growth of commitment cannot just appear. Commitment is an attitude of loyalty of a worker to an organization and it is a continuous process. According to Sianipar & Haryanti (2014), organizational commitment is an individual's decision to remain a member of the organization and contribute with high enthusiasm to the organization. Organizational commitment plays an important role in achieving organizational goals. Organizational commitment has a positive impact on the organization, where employees will have emotional feelings, responsibility for the tasks assigned, and loyalty (Ayuni & Khoirunnisa, 2021). Employees will try their best to support the success of the organization and achieve the organization's hopes and goals (Siregar et al., 2019)

Things that can foster commitment include pride in the organization, leadership, achieving organizational goals that are in line with employee goals and individual awareness of the importance of the benefits of the work they carry out. Innovative behavior in the workplace is an important aspect in the long-term resilience of organizations because it is able to make organizations competitive in uncertain and rapid environmental changes, and able to achieve competitive advantages (Darvishmotevali et al., 2018). For organizations, the benefits of innovative behavior include increased organizational performance, better adaptability, and positive self-development (Shanker et al., 2017). This innovative personality will encourage innovative actions both individually and organizationally, thereby producing benefits in the progress of strong nation building (Syafaruddin, 2012). Individuals who are less innovative tend to be unprepared to face increasingly dynamic environmental changes (Putri. T. Anastasya, 2022).

Based on the data described above, the researcher will conduct research with the title "The Relationship between Commitment to Change Services to the Best and Championing (Innovative) Behavior Post-Accreditation SNARS Version at Gambiran Regional Hospital, Kediri City".

## METHODS

Quantitative research with correlational design. The population in this study were ASN nurse employees at Gambiran Regional Hospital, Kediri City. The sample was 122 respondents (based on the Krejcie Morgan table) taken using the Proportional Random Sampling technique. The independent variable is commitment to change and the dependent variable is championing behavior. Data collection used a questionnaire adopted from previous research and Spearman correlation analysis.

## RESULT

### 1. Genders

Table 1. Characteristics of Respondents Based on Gender

No	Genders	Total	Percentage
1	Men	66	53%
2	Women	58	47%
Total		124	100%

Based on Table 1 above, it shows that there were 66 male respondents, while the remaining 58 were female respondents.

### 2. Ages

Table 2. Characteristics of Respondents Based on Age

No	Ages	Total	Percentage
1	21-30	38	30%
2	31-40	53	43%
3	41-50	21	17%
4	>50	12	10%
Total		124	100%

Based on table 2, it provides information that there were 53 respondents aged 31-40 years, while those aged 21-30 years were 38 people and those aged 41-50 years were 21 people.

### 3. Statistics Results

Table 3. Spearman Correlation Test Statistical Results

			Komitmen	Championing
Spearman's rho	Komitmen	Correlation Coefficient	1.000	-.052
		Sig. (2-tailed)	.	.569
		N	124	124
	Championing	Correlation Coefficient	-.052	1.000
		Sig. (2-tailed)	.569	.
		N	124	124

Based on table 3, the significance value obtained is  $0.569 > 0.05$  so it can be said that there is no relationship between commitment and Championing.

## DISCUSSION

Based on the results of the Spearman correlation test analysis, it was found that there was no relationship between commitment and Championing ( $p$  value  $0.569 > 0.05$ ). This is in line with research by Euis Susanti, et al., (2022) that affective commitment has no effect on innovative behavior and employee performance.

Commitment is the attitude of employees to remain fully involved in an organization and have a high commitment to achieving the mission, vision and values that exist in the organization or company. Whether a person's commitment is said to be high or low is also influenced by several things (Cherington, 1989), namely personal factors. Personal factors that influence this are that the majority (53%) of men tend to be less committed to the organization compared to women, and a small percentage (10%) of older people have a higher level of commitment compared to young employees. Apart from that, role characteristics (clarity of role/task division), structural characteristics (clarity of hierarchy/leadership structure) and work experience also influence employee commitment.

RS. Gambiran has implemented and developed Championing behavior such as the SISBRO Application (Outpatient Online Booking System), Independent Registration Platform, MAL-PIKUN (Education on Drug Information Cards for Patients), PUTRI LESTARI (Thalassemia Integrated and Integrated Services) and Caring Home Care. Championing or innovation can be interpreted as all individual actions directed at the interests of the organization in which the introduction and application of profitable new ideas is carried out (Prayudhayanti, 2014). Even though many innovative behaviors were implemented, their implementation was limited by the ASN nurse employees involved in the program and the hospital's development priorities.

## CONCLUSION

There is no relationship between commitment to changing services to the best and championing (innovative) behavior after SNARS version accreditation at Gambiran Regional Hospital, Kediri City ( $p$  value  $0.569 > 0.05$ ).

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