ABSTRACT

THE ANALYSIS OF 24 HOUR HOME CARE SERVICE OF MAKASSAR

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Home Care program which is the first of its kind in Indonesia was a product of the municipal government of Makassar. Home Care program was deemed successful and could be referenced by other regions. Home Care program won the top 35 Public Service Awards of 2016. In reality, problems arose which were affecting public satisfaction. This study aims to analyze the 24-hour Home Care Service program of Makassar.

Research methods used in this study was a qualitative descriptive approach. Data were obtained through direct interview with key informants and written questionnaire survey regarding the reality of the program's service quality to the respondents which in this case was the service users or consumers.

The results showed that the 24-hour Home Care program was comprised of three variables: *Home Care follow up, Home Care visit* and *Home Care emergency.* The majority of the respondents judged the program's quality was as expected and sufficient. But there were responses which showed that the quality was insufficient based on many problems such as lateness, lack of available health staffs, lack of available equipment and misinformation issues.

Keywords: *Home Care;* Makassar; Service Quality.