Analysis of Factors Affecting the Utilization of Outcome Services at Prima Husada Hospital Malang

Lilik Afifah[1*], Yuly Peristiyowati[2]

[1] Hospital Management, Public Health, ITSK RS dr. Soepraoen
[2] Institut Ilmu Kesehatan STRADA Indonesia

[*]**Email:**
vanozaim@yahoo.com

ABSTRACT

In 2019 to 2021 there was a very high increase in outpatient visits at the Hospital of Prima Husada. In 2019 there are 22737 visits with 17 services, 2019 reached 60417 visits with 20 services, until 2020 increased again to 100892 visits with 21 services. Thus the interest of patients using Prima HusadaHospital each year has increased.This study aims to analyze the factors that influence patients in utilizing outpatient services at Hospital of Prima Husada, which consists of hospital facility variables, physician services, nursing service or midwife, service fee, ease of information, and service utilization decisions.This research type is quantitative research with Cross Sectional design. Sampling technique with Stratified Random Sampling. The number of samples in this study is 100 respondents. Data collection using questionnaire instrument. Data were analyzed by SPSS with Chi-Square statistic test. Chi-Square analysis showed that there were correlation between hospital facility variable (p=0,004), physician service (p=0,033), nurse service or midwife (p=0,011), ease of information (p=0,001) with service utilization decision.The advice given is to maintain and provide the best service, should the hospital continue to make improvements on the availability of facilities, type, or variety of health services more complete.

Keywords: hospital, outpatient, services

INTRODUCTION

Consumer behavior is an activity that is closely related to the process of purchasing an item or service. The purchase of health services is something that is often found by consumers. One form of health service facility engaged in services is a hospital. While Prima Husada Hospital is one of the hospitals. a private hospital that has a vision to become a hospital of prime quality of choice for the entire community. So with this vision, hospitals are challenged in facing the current era of competition with many hospitals in Malang. To achieve this vision, Prima Husada Hospital implements a vision that is to provide health services safely, quickly, precisely, and accurately. By implementing this mission, there will be a very high increase in patient visits at the Prima Husada Hospital from 2019 to 2021.

Therefore, a study aimed at identifying the factors that influence patients in the utilization of outpatient services at Prima Husada Hospital. This is done in order to assess the characteristics of patients at the hospital so that they can determine the description of what types of services the patient wants to feel satisfied. of these services and have a willingness to use health services. In addition, these results can be used as a benchmark in the development of hospitals.

Based on this, the researchers felt interested in conducting research related to the use of outpatient services at Prima Husada Hospital.

METHODS

Research design is a design that is structured in such a way that it can guide researchers to be able to obtain answers to research questions. This type of research is a quantitative research with a cross-sectional design. Cross-sectional method is a research conducted at the same time but with different subjects. In cross-sectional research, the number of variables is one or more. Data collection is done only once or once. If the variables studied are more than one, then the data are collected relatively simultaneously. This study was conducted to explain the factors that influence patients in the utilization of outpatient services at Prima Husada Hospital. This research was conducted at Prima Husada Hospital, from February to March 2021.

The measurement used in the data processing is by using a nominal scale for the work variable, the ordinal scale for the education variable, income, distance to services, cost bearers, influence of family/other parties. While the variables for the assessment of the Hospital Facilities, Doctor Services, Paramedical Services, Service Rates, Ease of Information, and Service Utilization variables used a Likert scale, where respondents stated their level of agreement or disagreement regarding various objects regarding the behavior of objects, people, or events. Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, respondents chose one of the available answers, then the answers were given a certain score.

The population in this study were all outpatients at Prima Husada Hospital. The data used to determine the population size is assumed to be from the total number of outpatient visits at Prima Husada Hospital in 2020, which is 101,903 patients.

The sample criteria in this study, namely outpatients at Prima Husada Hospital, Patients who have used health services previously in outpatients at Prima Husada Hospital, Patients can communicate well, if not for example child patients, the substitute is the introduction (parents or relatives) , Able and willing to answer the questions posed in the questionnaire.

The sampling technique used in this study is Stratified Random Sampling in which the sampling method from members of the population is carried out randomly by taking into account the existing strata in the population.

The analytical method used in this study is Univariate analysis which is carried out on each variable from the results of the study using a frequency distribution table so as to produce the distribution and percentage of each research variable. Then it is presented in tabular form to discuss the results of the study. Next, bivariate analysis is carried out for each independent variable. with the dependent variable presented in the form of tables and narrative explanations. This research has been through ethical tests with letter numbers 2684/KEPK/IX/2021.

RESULTS

The results are displayed in tabular form accompanied by explanations. The variables in this study are hospital facilities, doctor services, nurse services, costs and ease of information Hospital facilities are facilities available in hospitals. In this variable there are 4 (four) question items which are indicators to measure respondents' responses about the facilities owned by the hospital. Respondents' answers based on the statement items on the hospital facility variables can be seen in the following table:

Tabel 1
Respon Answer about facilities at Prima Husada Hospital 2019

Pertanyaan	Good		Not Good		Total	
	n	%	n	%	n	%
The medical service facilities at this hospital are complete especially outpatient.	92	92	8	8	100	100
The medical support facilities at this hospital are complete, such as laboratories, radiology, and pharmacies.	92	92	8	8	100	100
Complete non-medical service facilities at this hospital such as canteens, ATMs, admissions, parking lots, newspapers and television .	91	91	9	9	100	100
All facilities in this hospital easy to be accessed by patients .	97	97	3	3	100	100

Source: Primary Data

The table above shows that the dominant respondents answered well from all statements regarding facilities. For statements regarding complete medical service facilities in hospitals, especially outpatients, 92% said it was good and 8% said it was not good. For medical support service facilities in complete hospitals such as laboratories, radiology, and pharmacies, 92% said it was good, 8% said it was not good. For statements regarding complete non-medical service facilities in hospitals such as canteens, ATMs, admissions, parking lots, newspapers and television, 91% said they were good and 9% said they were not. While statements about all facilities in the hospital are easy to access by patients, 97% said it was good and 3% was not good.

Doctor's service is the respondent's perception of doctor's service when serving patients. In this variable there are 4 (four) question items that are used as indicators to measure respondents' responses to doctor's services in hospitals. The distribution of respondents' answers based on statement items on the doctor's service variables can be seen in the following table:

Tabel 2
Distribution of Respondents Answer about Doktor Service at Prima Husada Hospital 2019

Question	Good		Not good		Total	
	n	%	N	%	n	%
Doctors at this hospital are quick to respond to patient complaints	93	93	7	7	100	100
Doctors in this hospital have special attention to patient	91	91	9	9	100	100
Doctors at this hospital are very friendly to patients	94	94	6	6	100	100
Doctor in this hospital look neat and clean	97	97	3	3	100	100

Source: Primary Data

The table above shows that for statements by doctors in hospitals to be quick to respond to patient complaints, 93% said it was good and 7% said it was not good. Statements about doctors in hospitals having special attention to patients, 91% said good and 9% said no good. Statements about

doctors in hospitals are very friendly to patients, 94% say good and 6% say not good. While statements about doctors in hospitals are neat and clean, 97% say good and 3% say not good.

The service of a nurse or midwife is the respondent's perception of the service of a nurse or midwife who serves patients. In this variable there are 4 (four) statement items that are used to measure the respondent's response to the service of a nurse or midwife that is felt by the patient. The distribution of respondents' answers based on statement items on the service variable of nurses or midwives can be seen in the following table:

Tabel 3

Distribution of Respondents Answer about Nurse/Midwife Service at Prima Husada Hospital 2019

Question	Good		Not Good		Total	
	n	%	N	%	n	%
Nurses/midwives at this hospital are quick to respond to patient complaints	92	92	8	8	100	100
Nurse/midwife at home this disease has special attention to patients	91	91	9	9	100	100
Nurses / midwives at this hospital are very friendly to patient	93	93	7	7	100	100
Nurses / midwives in this hospital are neat and clean	96	96	4	4	100	100

Source: Primary Data

The table above shows that most of the respondents answered well for the statement items of nurse or midwife services. For questions about nurses or midwives in hospitals responding quickly to patient complaints, 92% said they were good and 8% said they were not good. Statements about nurses or midwives at home The hospital has special attention to patients, 91% said it was good and 9% said it was not good. Statements about nurses or midwives in hospitals were very friendly to patients, 93% said they were good and 7% said they were not good. While statements about nurses or midwives in hospitals are neat and clean, 96% say good and 4% say not good.

The service fee is the respondent's perception of the amount of examination fees at the hospital that must be paid by the patient. In this variable there are 4 (four) question items that are used to measure respondents' responses to the cost of services at the hospital. The distribution of respondents' answers based on statement items on the service cost variable can be seen in the following table:

Tabel 4
Distribution of Respondents Answer about Cost at Prima Husada Hospital 2019

Pertanyaan	Affordable		Unreachable		Total	
	n	%	N	%	n	%
Service fees are in accordance with the quality of services provided	97	97	3	3	100	100
The service fee is cheaper than other hospitals	93	93	7	7	100	100
Competitive service fees with other hospitals	97	97	3	3	100	100
Affordable service fee by patient	100	100	0	0	100	1

Source: Primary Data

Table 4. shows that most of the respondents answered affordable for the service charge statement item. Statements regarding the cost of services in accordance with the quality of services provided, 97% said it was affordable and 3% said it was not affordable. Statements regarding the cost of services being cheaper than other hospitals, 93% said it was affordable and 7% said it was not affordable. Statements regarding the cost of services competing with other hospitals, 97% said it was affordable and 3% said it was not affordable. While the statement that the cost of services is affordable by the patient, 100% of the patients stated that it is affordable.

Ease of information is the respondent's perception of the ease of information regarding the type of service, the cost of treatment, and the examining doctor. In the ease of information variable, there are 4 (four) question items that are used to measure respondents' responses regarding the ease of information obtained by patients at the hospital. The distribution of respondents' answers based on statement items on the ease of information variable can be seen in the following table:

Tabel 5
Distribution of Respondents answers on ease of information at Prima Husada Hospital 2019

Question	Good		Not Good		Total	
	n	%	n	%	n	%
Find it easy to get information related to the type of service	93	93	7	7	100	100
Find it easy to get information related to maintenance costs	94	94	6	6	100	100
Find it easy to get information related to administrative documents	97	97	3	3	100	100
Feel all the Information given to me is very self-explanatory	93	93	7	7	100	100

Source: Primary Data

From the table above, it shows that most of the respondents answered well for the statement of ease of information. For respondents who stated that they found it easy to get information related to the type of service, 93% said it was good and 7% said it was not good. For statements about patients finding it easy to get information related to treatment costs, 94% said it was good and 6% said it was not good. For statements about patients finding it easy to get information related to administrative documents,

97% said it was good and 3% said it was not good. While the statement regarding the patient felt that all the information given to him was very clear, 93% said it was good and 7% said it was not good.

DISCUSSION

Hospital facilities referred to here are physical facilities that are seen by patients which will later become one of the driving factors for utilizing existing services. So that it can be indicated that the better the facilities seen and felt before, the greater the opportunity to take advantage of the service again.

Service facilities will affect consumer perceptions. The more complete the service facilities that are insured by the government and the private sector, the consumer demand for health services in several countries is increasing. The completeness of hospital facilities also determines patients in choosing health services. Hospitals need to pay attention to hospital facilities in formulating strategies to attract consumers. The health facilities provided include infrastructure, parking lots, comfortable waiting rooms, inpatient rooms and other supporting services.

Hospital facilities have a significant relationship with the selection of health services in hospitals. This study shows that there is a tendency for respondents who say complete hospital facilities will choose services at Prima Husada Hospital.

A doctor's service that is considered good will invite patients to take advantage of services at the hospital. Patients in general want to get excellent service, treated humanely, with compassion and with a doctor who has high dedication. Not merely considered as an object that must be charged a fee. For the patient, the doctor himself is a medicine, his presence, appearance, experience and beliefs always give hope.

The services of nurses or midwives who are classified as good will choose to take advantage of outpatient services at Prima Husada Hospital compared to those who view the services of nurses or midwives as not good and not as expected. From the results of the chi-square test, the value ($p = 0.011$), ($p < 0.05$) means that there is a relationship between the services of nurses or midwives on the utilization of outpatient services at Prima Husada Hospital.

The services of nurses or midwives who are considered good will invite patients to take advantage of services at the hospital.

the ease of obtaining information is classified as good, they will choose to take advantage of outpatient services at Prima Husada Hospital in the future compared to those who view the ease of obtaining information as not good and not as expected. From the results of the chi-square test, the value ($p = 0.001$), ($p < 0.05$) means that there is a relationship between the ease of information on the use of services in outpatient services at Prima Husada Hospital.

Most of the respondents stated that the information obtained was in the clear and easy category. This indicates that the ease of information is one of the factors that make a person to decide in the use of outpatient services at Prima Husada Hospital.

CONCLUSION

Based on the results of this study, namely the factors that influence patients in the use of outpatient services at Prima Husada Hospital. It can be concluded that there is a relationship between hospital facilities and the utilization of outpatient services at Prima Husada Hospital.

There is a relationship between doctor services and the use of outpatient services at Prima Husada Hospital.

There is a relationship between the services of nurses or midwives with the use of outpatient services at Prima Husada Hospital. There is no relationship between service costs and the use of outpatient services at Prima Husada Hospital.There is a relationship between the ease of information with the use of outpatient services at Prima Husada Hospital.

REFERENCES

Anggraeni, Nila Vicky. (2013). Faktor-Faktor yang Mempengaruhi Pengambilan Keputusan Masyarakat untuk Memilih Jasa Pelayanan Kesehatan di Rumah Sakit PKU Muhammadiyah Simo Kabupaten Boyolali. Skripsi. Surakarta: Fakultas Ilmu Kesehatan Universitas Muhammadiyah Surakarta.

A. Rizki Amelia AP Nurbaety. Pengantar Administrasi dan Kebijakan Kesehatan.

A. Permana. (2016). Undang-undang No. 44 Tentang Rumah Sakit. Jakarta: Sekretariat Negara.

Dra. L. I. Irmawati, Apt. Apt. Sp FRS. MARS. PGDHSc. (2015). Kebijakan yang memberikan kesempatan kepada Investor luar negeri untuk menanamkan modal dalam perumasakitan sehingga banyak dibangun rumah sakit.

Dr. M. Anang Firmansyah, SE.,MM. (2019). Perilaku konsumen adalah sebuah kegiatan yang berkaitan erat dengan proses pembelian suatu barang atau jasa.

Fitzsimmon. (2011). Service Package didefinisikan sebagai gabungan antara barang dan layanan dengan informasi yang disediakan melalui suasana lingkungan yang ada. Gabungan ini terdiri dari lima fitur dengan service experience sebagai intinya.

Irwandy. (2019). Rumah sakit adalah Institusi pelayanan kesehatan yang menyelenggarakan pelayanan kesehatan perorangan secara paripurna, yang menyediakan pelayanan rawat inap, rawat jalan dan gawat darurat.

Kustiati, Etik. (2012). Faktor-Faktor yang Berhubungan dengan Keputusan Pasien Memilih Kelas Rawat Inap (Studi di Rumah Sakit Roemani Muhammadiyah Semarang). Skripsi. Semarang: Fakultas Ilmu Keperawatan dan Kesehatan Universitas Muhammadiyah Semarang.

Khudori. (2012). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pemilihan Tempat Persalinan Pasien Poliklinik Kandungan dan Kebidanan Rumah Sakit IMC Bintaro tahun 2012. Tesis. Depok: Fakultas Kesehatan Masyarakat Universitas Indonesia.

Robeat East, jay want singh, Malcolm wright (2016). Consumer Behavior: Applications in marketing Ujang Sumarwan 2018. Riset Pemasaran dan Konsumen seri 1.

Steven T Fleming. (2014). Managerial epidemiology. cases& consepts.

Sangeeta Sohney. (2017). Consumer Behavior, Jilid 1. Alih Bahasa Budiyanto. Jakarta. Penerbit Binarupa Aksara.

S. Echdar. (2017). Repo unikadelosalle.ac.id. Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro.

Swastha, Basu DH. (2014). Manajemen Pemasaran Modern. Yogyakarta: Liberty.