

## The Effect Of Utilization Of Health Services Against The Repeated Visits Of The Patient's Interest Outpatient In Hospitals SLG Kediri

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### ABSTRACT

Patient satisfaction depends on the quality of service. Stewardship is all the efforts made to meet the desires of its customers employees with services that will be provided. A Ministry is said to be good by the patient, is determined by the fact of whether the services provided can satisfy the needs of the patient, the patient's perception by using of the services received. The purpose of this research is to influence the utilization of health services against the interest of the visit in the RSUD SLG Kediri. This research uses a type of quantitative research descriptive research analytical survey method using cross sectional design. This is the entire research population the average outpatient visits a month in RSUD SLG Kediri who totaled 294 visits. the number of samples in this research is 170 respondents. Sample retrieval techniques in the study using the method of Purposive Sampling. Bound variables in this study is of interest re outpatient visits in RSUD SLG Kediri. The free variable used is the utilization of health services. The data collected with a questionnaire san tested with simple linear regression test. The results showed from 170 respondents, the majority of respondents said has been utilizing health service in RSUD SLG Kediri with a total of 94 respondents (55.3%). While the views of interest re-outpatient visits most respondents have done repeated outpatient visits in RSUD SLG Kediri with a total of 116 respondent (68.2%). There is the influence of utilization of health services against the interest of the repeated outpatient visits in RSUD SLG Kediri (p value  $0.000 < 0.05$  then  $H_0$  denied). Expected delivery of inputs, criticisms and suggestions regarding various matters related to the utilization of health services can motivate patients to perform repeated visits regularly

**Keywords :** Health Services Utilization, interest in the visit, Outpatient

### INTRODUCTION

Hospital is a health service institution that conducts complete individual health services that provide inpatient, outpatient and emergency services. The hospital is a place to hold one of the health efforts, namely health services. Health services are efforts undertaken by the government together with the community in order to improve, maintain and restore the health of the population which includes promotion, curative, and rehabilitative services.

Health services are any efforts carried out alone or jointly in an organization to maintain and improve health, prevent and cure illnesses and restore the health of individuals, families, groups and or communities. (MOH RI, 2009).

In the era of globalization, excellent service is a major element in hospitals and health units. Excellent service strategy that every hospital must take a plenary quality approach oriented to patient satisfaction, so that hospitals continue to exist, amidst the growing health service industry. The hospital's effort to survive and thrive is to improve services to patients. That is because patients are a source of income awaited by the hospital, both directly (out of pocket) or indirectly through health insurance. Without patients, hospitals cannot survive and develop given the high operational costs of the hospital. Hospitals do various ways for increasing patient visits, so hospitals must be able to display and provide health services, so

that the impact that appears will cause a loyalty to the patient so that patients will come back to use the hospital services.

Patient satisfaction depends on the quality of service. Service is all efforts made by employees to meet the desires of their customers with the services to be provided. A service is said to be good by the patient, determined by the fact whether the services provided can meet the needs of patients, by using the patient's perception of the service received (satisfying or disappointing, also including the length of time of service).

One of the hospitals that perform excellent service is RSUD Simpang Lima Gumul (RSUD SLG) Kediri. Kediri SLG Regional Hospital is a type C Non-Education Hospital owned by the Government of Kediri Regency based on the Regulation of the Regent of Kediri Number 36 of 2017 concerning the Establishment of the Regional Technical Implementation Unit of the Simpang Lima Gumul General Hospital in the Kediri District Health Office. This Kediri SLG Regional Hospital has the motto "Excellent Service Our Commitment" began operating on January 2, 2019.

Based on the results of preliminary data retrieval carried out in March 2019. In March 2019 researchers conducted the initial data collection using a questionnaire containing 7 questions regarding the utilization of existing services at the Kediri SLG Regional Hospital. Of the 15 people who filled out the questionnaire, 12 people were interested in utilizing the services available at the Kediri SLG Regional Hospital. From the results of the initial data collection, the patient was satisfied with the service of medical personnel such as doctors and nurses who were responsive. In addition, medical equipment facilities available at the Kediri SLG Regional Hospital help patients in the healing process. Based on reports of outpatient visits in January to February 2019 decreased. In January the total number of new outpatient visits was 215 visits. For 129 outpatients outpatient visits. In February 2019, there were 79 new outpatient visits and 37 outpatient repeat visits.

From the results of preliminary data collection and the visit report, the researchers wanted to find out the effect of the utilization of health services on the interest of re-visiting outpatients at the Kediri SLG Regional Hospital, which is still new as the hospital of choice for examining and performing health care.

## **METHODS**

This research uses descriptive quantitative research type with analytic survey research methods using cross sectional design. The population of this study was the entire average of one month outpatient visits at the Kediri SLG Regional Hospital, which totaled 294 visits. the number of samples in this study were 170 respondents. The sampling technique in this study used the purposive sampling method. The dependent variable in this study was the interest of outpatient visits at the Kediri SLG Regional Hospital. The independent variable used is the utilization of health services. Data collected by questionnaire and tested with a simple linear regression test.

**RESULT****Characteristics of respondents****Table 1**

No	Characteristics	ΣN	Σ%
1	<b>Age (year)</b>		
	<25	44	25,9
	26-35	23	13,5
	36-45	16	9,4
	45-55	33	19,4
	>55	54	31,8
2	<b>Gender</b>		
	Man	79	46,5
	Female	91	53,5
3	<b>Education</b>		
	No school	3	1,8
	Elementary school	48	28,2
	Middle school	23	13,5
	High school	57	33,5
	University	39	22,9
4	<b>Work</b>		
	Housewife	30	17,6
	Student	27	15,9
	Labor	23	13,3
	entrepreneur	26	15,3
	Private	55	32,4
	Civil servants	9	5,3
5	<b>How to pay</b>		
	General	127	74,7
	Jamkesda	43	25,3
6	<b>Utilization of health services.</b>		
	Very interest	94	55,3
	Interested	62	36,5
	Less interested	11	6,5
	Not interested	3	1,8
7	<b>Interest in repeat visits</b>		
	Very interest	116	68,2
	Interested	46	27,1
	Less interested	6	3,5
	Not interested	2	1,2
	<b>Total</b>	<b>170</b>	<b>100</b>

## DATA ANALYSIS

**Table 2.** Effect of utilization of health services on the interest of outpatient visits in Kediri General Hospital

Variabel	B	<i>p value</i>
Utilization of Health Services-interest. Visitation N = 170 $\alpha = 0,05$	0,613	0,000

Based on table 2, it is known that there is an effect of the utilization of health services on the interest of outpatient visits in Kediri SLG Hospital ( $p$  value  $0,000 < 0.05$  then  $H_0$  is rejected).

## DISCUSSION

### A. Utilization of Health Services

Based on the research results, it is known that most of the respondents in SLG Kediri Regional Hospital chose to utilize health services with a very interested category, namely 94 respondents (55.3%). Utilization of health services is the utilization of health services by the community. According to Levey and Loomba (1973) what is meant by the utilization of health services is any effort carried out individually or together, in an organization to maintain and improve health, prevent and cure illnesses and restore the health of individuals, families, groups and communities. Utilization of health services is the result of the process of seeking health services by individuals or groups. According to Notoatmodjo (2007), the behavior of seekers of treatment is the behavior of individuals or groups or residents to carry out or seek treatment. Treatment seeking behavior in the community, especially in developing countries varies greatly. Utilization of health services by families mentioned in Muzaham (1995) cited by Siregar (2012), depending on family predisposition includes the characteristics of families tend to use health services including demographic variables, social structure variables (education, occupation, ethnicity) and beliefs and attitudes towards medical care, doctors, and illness (including stress and anxiety related to health).

Utilization of public health services can be influenced by the affordability of the location of service locations, the type and quality of services available, the affordability of information. Information is lacking and requests are statements of perceived needs expressed through desire and ability to pay (DepKes, 1999). Based on the results of research most people are interested in utilizing health services in SLG District Hospital. Overall service users are closely related to the assessment of the service user community that is provided. In addition to assessments from the public, service quality also affects the utilization of health services in the Kediri SLG Regional Hospital. The quality of service is the same as the ability to coordinate to meet or exceed what patients expect. The quality of service obtained is a comparison between expectations and services obtained from medical and non-medical staff. From the results of interviews conducted when respondents filled out this questionnaire also found a number of respondents who were less interested in utilizing the services available at the Kediri SLG Regional Hospital.

## **B. Interest in Outpatient Re-visit**

Based on the research results, it is known that most of the respondents made an outpatient re-visit at RSUD SLG Kediri, namely 116 respondents (68.2%). The interest of a repeat visit is a desire that arises as a response to an object that shows the desire of the customer to make a repeat purchase (Handayani, 2012). Hapsari (2006) said that the factors that influence the interest of patient visits are rates and location. Meanwhile, according to Sugiyono et al (2013) revealed that the factors that influence interest in reuse are trust, knowledge, attitude, service quality, tariff / cost, facilities and service personnel.

This study shows that the majority of patients are interested in visiting outpatient visits to the Kediri SLG Regional Hospital. Patients who are in a state of illness can only entrust to the doctor that after treatment will bring patients to be better. Patients believe that RSUD SLG Kediri is able to provide appropriate treatment so that the patient's illness can be cured. However, the patient's interest to make a repeat visit there are still complaints that patients feel about the services provided by the Kediri SLG Hospital. In addition, patients prefer RSUD SLG Kediri because its location is easy to reach.

## **C. The Influence of the Utilization of Health Services Against Interest in Outpatient Outpatients at Kediri SLG Hospital**

Based on table 1 it is known that there is an influence of the utilization of health services on the interest of outpatient visits in Kediri SLG Hospital ( $p$  value  $0,000 < 0.05$  then  $H_0$  is rejected). According to Kotler (2004) in Aji and Soesanto (2011), a service is any activity or benefit offered by one party to another party and is essentially intangible, and does not result in ownership of something. The basic concept of a service (service) or the quality of a product can be defined as fulfillment that can exceed what customers want or expect (patients).

According to Kotler and Armstrong (1996) in the journal Aji & Soesanto (2011), quality service products have an important role in shaping customer satisfaction. The more quality the products and services provided, the higher the satisfaction felt by the customer. If customer satisfaction is higher, it can cause benefits for the business entity. One of the main ways to maintain a service company is to provide services with a higher quality of service than competitors consistently and meet customer expectations. If the perceived quality of service is smaller than expected, the customer becomes uninterested in the service provider, but if the opposite is true, there is a possibility that the customer will continue to use the service provider again (Aji & Soesanto, 2011).

The services that must be provided from health facilities to users of health facility services are already regulated in Indonesian Ministry regulation no. 828 / MENKES / SK / IX / 2008 As a Minimum Service Standard (SPM). In general, the regulated SPM is a provision on the type and quality of basic services which is a regional obligatory affair that is entitled to be obtained by every citizen at a minimum (Kemenkes RI, 2008). Whereas for the implementation of the Pratama clinic will use standards in accordance with Permenkes No. 28 of 2011 on Clinics. (RI Ministry of Health, 2011).

The results showed the influence of utilization of health services with the interest of visiting outpatients. Utilization of health services performed by patients is to carry out control or outpatient visits. Outpatient visits by patients vary, ranging from once a month to 2 weeks. This repeat visit was also carried out by patients who had just been hospitalized. In addition, outpatient re-visit was carried out to take advantage of existing facilities at the SLG Kediri Regional Hospital such as physiotherapy, tread mill, complete lab check, and so on. By routinely making a repeat visit, it can reduce the number of morbidity in Kediri and surrounding areas.

## CONCLUSION

1. Most respondents have utilized health services in SLG District Hospital with a total of 94 respondents (55.3%).
2. Most respondents have visited outpatient visits in SLG Regional General Hospital with 116 respondents (68.2%).
3. There is an influence of the utilization of health services on the interest of outpatient visits in Kediri SLG Hospital (p value 0,000 < 0.05 then  $H_0$  is rejected)

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