

EFFORTS TO IMPROVE PATIENT VISIT BASED ON PERCEPTION, MOTIVATION, PERSONALITY, AND DECISIONS TO USES HEALTH CARE ASPECT AT SURABAYA LUNG HOSPITAL

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ABSTRACT

Surabaya Lung Hospital is required to always put service to community first and also always pay attention to economic principal. The condition of inpatient admission is tend to be lower each year with BOR of 2013 is at 51,57 % 2014 is at 39,66 % and 2015 is at 40,00 %, below the standard BOR value at 85,00%. Based on the information, the purpose of this research is to conduct efforts to improve patient visit based on perception, motivation, personality, and decisions to uses health care.

This research is a survey research on 50 respondents with cross-sectional approachment, result of data collection is analized using value level 1 (very bad) until 4 (very good) and weight percentage using spider-web analysis by total score 100,00. Result of the research shows that perception aspect including accessibility score "good" by 2,86 (0,19), inpatients procedure score "very good" by 3,32 (0,29), room facility score "bad" by 2,26 (0,20) and service quality score "good" by 3,01 (0,32); motivation aspect score ""very good" by 3,35 (0,25); personality aspect score "very good" by 33,60 (0,26); and decision aspect using health care score "very good" by 3,49 (0,25)

Conclusion and suggestion that can be delivered to Surabaya Lung Hospital to increase pasients visit is by noticing room facility aspect, accessibility, and service quality in order to be fix immediately; improving and maintaining inpatients procedure aspect, patients motivation, decision to use health care, and personality.

Key word : Perception, Motivation, Decision Using Health Care, Surabaya Lung Hospital.

INTRODUCTION

Surabaya Lung Hospital is a specialized hospital which is transferring into become public hospital. Recently as a hospital that serves lung disease it is known that pasient visit tend to decrease lower as seen as table BOR below.

Table 1. Hospital Utilization Indicator based on Health Ministry.

No	Indicator/ (Standard)	Year		
		2013	2014	2015
1	BOR (60,00% – 85,00%)	51,57%	39,66%	40,00%
	Trend	-	-23,09	0,86
2	Number of Visits	14.330	16.203	16.483
3	Number of Beds	41	49	49

Source : Annual Report of Surabaya Lung Hospital year 2013, 2014, and 2015.

BOR score as work indicator of Surabaya Lung Hospital performance tend to look decrease and below standard BOR score, year 2013 BOR is 51,57 % which decrease by 23,09% on year 2014 into 39,66%; on year 2015 BOR is 40,00% slightly decrease 0,86%. Probable cause of decreasing patient visits is because there is image from the public that Surabaya Lung Hospital is a specialized hospital on lung disease patients only, actually it can accept common patient too which intend to be inpatient.

Based on that, a research is conducted related to patient perception including accessibility, inpatients procedure, room facility and service quality; motivation; personality; and decision using health care which are consumer behavior aspect in efforts to increase patient visit inpatients to Surabaya Lung Hospital. Supranto and Limakrisna (2007) stated that in designing product or service which is appropriated, it needs to understand consumer behavior well. Hawkins, Best, Coney (2004) stated that it is important for marketer to acknowledge factors in consumer behavior.

Purpose

The purpose of this research is to conduct efforts to improve patients visit to Surabaya Lung Hospital based on aspects of perception, motivation, personality and decision using patient health care.

Benefits

1. As reference and study material on hospital management in order to increase patient visit inpatient to the hospital.
2. As reference to improve service quality which is held by the hospital.

RESEARCH METHODS

Design of the research is a survey with cross-sectional approachment which the respondent is taken on a certain time to achieve image of perception, motivation, personality, and decision using healthcare on Surabaya Lung Hospital.

Population and Sample

Population

Research Population is all in-patient patients of Surabaya Lung Hospital. Population is a group of subject or object which have certain characteristic that is different from other group of subject or object, and those groups can be generalized from the result of research (Sumarsono, 2004).

Sample

Sugiyono (2010) stated that samples are part of number and characteristic which is had by the population. Sample in this research is patient who has in-patients service at Surabaya Lung Hospital as many as 50 respondent. There are inclusive criteria on patients who becomes respondent, which are

1. Potential patients undergo hospitalization at Surabaya Lung Hospital.

2. Adult patients with minimal age of 17 years.
3. Agreeing patient to become research respondent and signing inform consent letter.
4. Patients is in conciuosness and able to communicate well.

Sampling assignment is using *accidental sampling* technique which is an engineering sample determination based on existing conditions at the time by chance. Supriyanto and Djohan (2011) explaine that accidental sampling gains respondents on existing conditions by chance so that can be used as sample according to inclusive criteria. It is done because patients visit at Surabaya Lung Hospital is relatively low.

Survey Instruments

Survey instruments is using questioner guidance which have been developed in a certain way to gain information on perception consists of accessibility; inpatients procedure; room facility; service quality; motivation; and decision using health care service at Surabaya Lung Hospital.

Data Analysis Technique

Data Analysis Technique is done to achieve several informations and analyze data process which includes data editing process which is done to ensure and check completeness of the contents of completed questionnaires. Follow by coding process and data entry. On above steps it also does cleaning data mechanism.

Data analysis use measurement techniques assessment with score ranking of each available question. Follow by measuring with composite each score on each question aspect of the questioner. Score ranking given in questioner is as shown below:

1. Score 1 catagorize as Very Not Agree; Score 2 catagorize as Not Agree; Score 3 catagorize as Agree; and Score 4 catagorize as Very Agree.
2. Next average score obtained from the number of each aspect divided by number of respondents to be categorized into some groups as below:
 - a. Range between 1,00-1,75 : included in the category “Very Bad” or “SK”
 - b. Range between >1,75-2,50 : included in the category “Bad” or “K”
 - c. Range between >2,50-3,25 : included in the category “Good” or “B”
 - d. Range between >3,25-4,00 : included in the category “Very Good” or “SB”

By obtaining those scores, then it is known and can become references and consideration for Surabaya Lung Hospital in order to increase patients visit by doing improvement and repairs on aspects that is found on low scores.

RESULT OF RESEARCH AND DISCUSSION

Description of Research Result

1. Overview of Respondents Condition

Overview of respondent condition expounded based on gender, ages, occupation, education, and income expounded as shown as below:

Table 2. Respondent Characteristic Based on Gender

No	Gender	Number	Procentage (%)
1	Male	21	42,00
2	Female	29	58,00
	Total	50	100,00

Sumber: Data Primer

From above table data resut obtained is from gender there are more female at 58,00% than male 42,00%.

Table 3. Respondents Characteristic Based on Age

No	Age	Number	Procentage (%)
1	More than 40 years	30	60,00
2	30-40 year	11	22,00
3	20-30 year	9	18,00
	Total	50	100,00

Sumber: Data Primer

From above table data result obtained that 60,00% of respondents on ages above 40 years, while age group 20-30 years there is 9 respondents or by 18,00%. This is shown that age of respondent is dominated by they who are above 40 year. Probable because there are more illnesses suffered by this groups.

Table 4. Respondents Characteristic Based on Occupation

No	Occupation	Number	Procentage (%)
1	Jobless	32	64,00
2	Farmer	1	2,00
3	Factory workers	5	10,00
4	Privvate employees	2	4,00
5	PNS/ TNI/ Polri	0	0,00
6	Entrepreneur/ merchants	8	16,00
7	Etc	2	4,00
	Total	50	100,00

Sumber: Data Primer

From above table data result obtained that there are majority respondents of jobless in 32 respondents or 64,00 %. No respondents from PNS/ TNI/ Polri who become inpatients patients at Surabaya Lung Hospital. This needs to become main concern for managamenent of Surabaya Lung Hospital to attract all elements of community to be treated at Surabaya Lung Hospital.

Table 5. Respondents Characteristic Based on Education

No	Education	Number	Procentage (%)
1	Not educated	10	20,00
2	Finished Elementary School	14	28,00
3	Finished Junior High School	12	24,00
4	Finished High School	12	24,00
5	Finished Academy / D3	0	0,00
6	Finished Universities(S1/S2/S3)	2	4,00
	Total	50	100,00

Sumber: Data Primer

Rom table above obtained data that based on education there are 14 respondents from Finished Elementary School or by 28,00%, and that there are no respondents Finished Academy / D3.

Table 6. Respondents Characteristic Based on Income

No	Income	Number	Procentage (%)
1	≤ Rp.2.500.000,00	28	56,00
2	Rp.2.500.000,00 s/d Rp.4.000.000,00	18	36,00
3	≥ Rp.4.000.000,00	4	8,00
	Total	50	100,00

Sumber: Data Primer

Characteristic respondent based on income obtained by 56,00 % or as many as 28 respondent with income below Rp 2.500.000,-. Respondents whose income below Rp 2.500.000,- is possibly poor and member of BPJS Kesehatan in form of PBI (Penerima Bantuan Iuran) and SKTM (Surat Keterangan Tidak Mampu).

2. Analysis of Respondents Perception Aspects (Accessibility, Inpatients Procedure, Room Facility, dan Room Quality)

Analysis respondent perceptions which include accessibility, inpatients procedure, room facility, service quality, are stated on table below:

Table 7. Result of Analysis respondent perceptions which include accessibility, inpatients procedure, room facility, service quality at Surabaya Lung Hospital.

No	Perception Aspect	n	Score	Rate	Desc.
A. Accessibility					
1	Location of Surabaya Lung Hospital easy to reach	50	170	3,40	SB
2	Surabaya Lung Hospital passed by public transport	50	173	3,46	SB
3	Parking space Surabaya Lung Hospital wide and good	50	86	1,72	SK
	Total A		429	2,86	B
B. Inpatients Procedure					
4	To get inpatient room at Surabaya Lung Hospital is quick and easy	50	181	3,62	SB
5	To obtained information about room availability on inpatients at Surabaya Lung Hospital.	50	152	3,04	B
6	Admistration requirement at Surabaya Lung Hospital is easy and not complicated	50	160	3,20	B
7	According to you Surabaya Lung Hospital have major capacity of inpatients room	50	171	3,42	SB
	Total B		664	3,32	SB
C. Room Facility					
8	Inpatients room at Surabaya Lung Hospital are wide	50	118	2,36	K
9	Total number of bed in each room at Surabaya Lung Hospital is ideal.	50	110	2,20	K
10	Facility of inpatients room at Surabaya Lung Hospital is complete	50	108	2,16	K
11	Clean water supply in inpatient room at Surabaya Lung Hospital is plenty.	50	115	2,30	K
	Total C		451	2,26	K
D. Service Quality					
12	Inpatients room at Surabaya Lung Hospital clean and neat.	50	174	3,48	SB
13	Inpatients equipment at Surabaya Lung Hospital is completed	50	121	2,42	K
14	Inpatients care at Surabaya Lung Hospital is fast.	50	120	2,40	K
15	Officer serves with friendly and polite manner	50	166	3,32	SB
16	Officer check on patients thoroughly	50	172	3,44	SB
	Total D		753	3,01	B
	Total A+B+C+D		2297	2,86	K

Sumber: data primer

Based on table above, it is obtained result that show accessibility have total score 429 with average score 2,86 which include in category “Good”, lowest score of accessibility aspect is parking space at Surabaya Lung Hospital which is small and crowded. Inpatients Procedure aspect which have score 664 with score rates 3,32 is include in category “Very Good”. For room facility aspect obtained score 451 with score rates at 2,26 include in category “Bad”. While on service quality there is a problem variable on completeness of in patients equipment score 2,42 means “Bad”, with total score on service quality obtained 753 with sore rates 3.01 include in category “Good”.

Overall for this perception have score 2297 with average score 2,86 with include in category “Bad”.

Next step is conducting aspect analysis by using spider-web which comparing percentage score with available standard value, which result is shown as below.

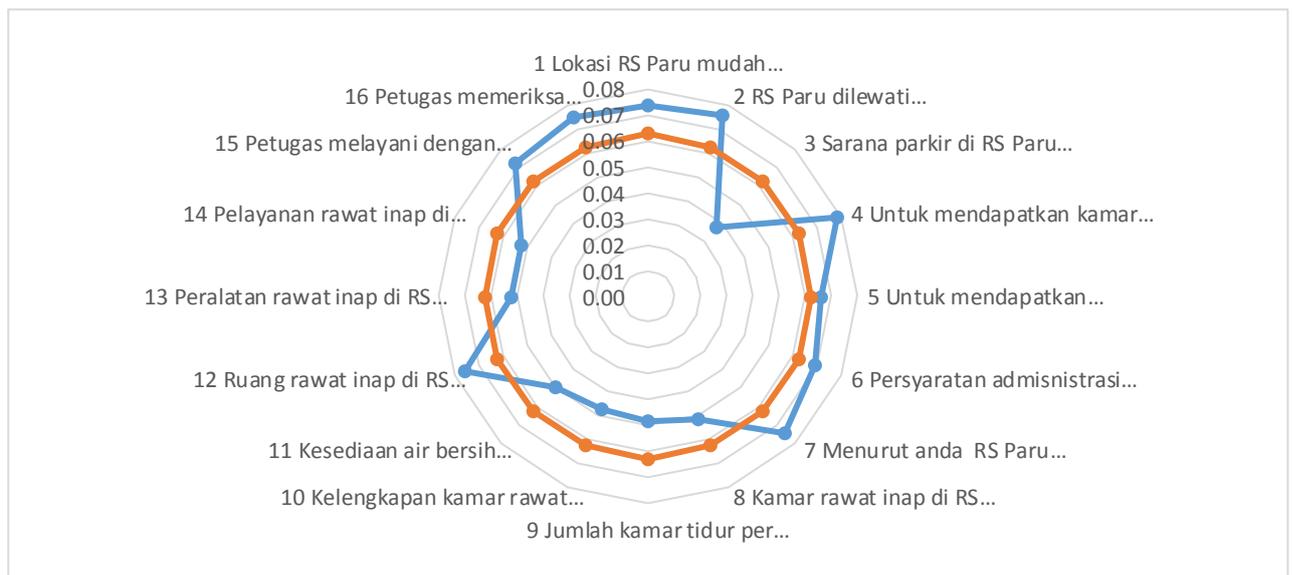


Figure 1. Perception upon Accessibility, Inpatients Procedure, Room Facility, and Service Quality at Surabaya Lung Hospital.

From picture above it is shown that accessibility aspect has low score on parking facility at Surabaya Lung Hospital, with score value 0,04 from 0,06 standard. All room facility aspect score are low, including facility inpatient room variable with score value 0,05 number of beds score value 0,05 completeness inpatient room with score value 0,05, and clean water supply on inpatient room score 0,05. While for service quality low score value is at incomplete inpatients equipment and inpatients service that is not fast enough by each scores at 0,05 below standard score 0,06.

Responden assessment linked to perception aspect is in accordance with what has been described by some experts as stated by Suryani (2008) submitted that perception is a process of how an individu choose, organize, and interpret stimulation into become something which have meaning. Perception of each self about an object will be different upon same stimulation. Perception is a patient opinion before getting inpatients care.

Kotler and Amstrong (2006) stated that perception is a process of someone in choosing, organizing, and translating available information. A person can shape many different perceptions from the same simulation. Definition of perception is “*how we see the world around us*”. Hawkins, Best and Coney (2004) stated that perception is an information process model which is useful and have four steps including exposure, attention, interpretation and memory.

In the future Surabaya Lung Hospital needs to pay more attention on parking space and room facility which is considered lack by patients or community. Respondent's perception due to their interest to assess service given by the hospital.

Therefore Surabaya Lung Hospital is obliged to always understand and assess each coming patients' perception by doing simple research to obtain need and desire of the patients. It is important if Surabaya Lung Hospital is able to measure the need and desire of the patients, the in the future it can arrange health care that fit their needs. One of them is by managing parking space, improving room facility, and improving healthcare quality gradually in accordance with available resources condition. For budgeting it is wise to plan each year to improve those variables with low scores.

3. Analysis Motivation Aspect

Analysis respondent motivation is an important matter to be assessed because it is as an effort to response what represent inward strength which is invisibly response and encourage behavior response and give certain direction for the response. The research is shown as below:

Table 8. Analysis Result on Respondents Motivation at Surabaya Lung Hospital.

No	Motivation	n	Score	Rates	Des.
17	Getting inpatients care held by specialist doctor	50	167	3,34	SB
18	Getting service that is friendly, patients and smiling	50	160	3,20	B
19	Getting health care that is close from home	50	173	3,46	SB
20	Can accept BPJS patients.	50	169	3,38	SB
	Jumlah Keseluruhan		669	3,35	SB

Sumber: data primer

Based on above data show that responden motivation total score obtained is 669 with average score at 3.35 which means "Very Good". This show that respondents motivation at Surabaya Lung Hospital is in a very good condition to get inpatient healthcare held by specialist doctors; close from home healthcare; and hospital accept BPJS patients. While friendly, patients and always smiling service has gain total score of 3.20 within category "Good" which relatively lower than other variable.

Next step is conducting aspect analysis by using spider-web which comparing percentage score with available standard value, which result is shown as below.

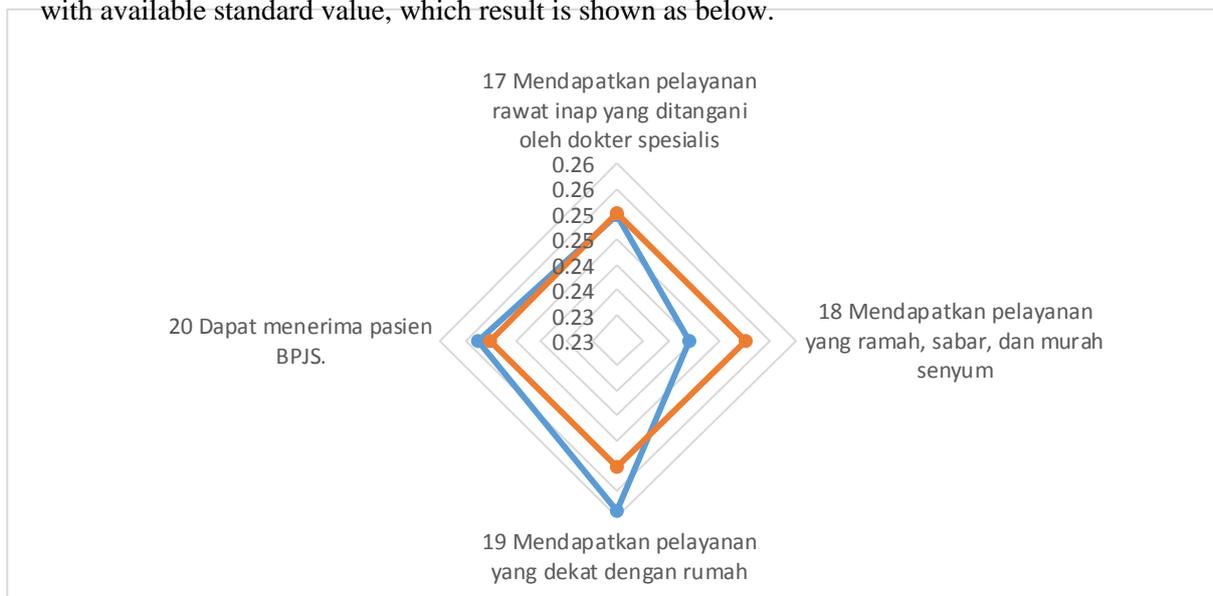


Figure 2. Respondents Motivasi Aspect Surabaya Lung Hospital.

From picture above it can seen that motivation variable on friendly, patients and smiley service get lowest score than other variables with value score at 0.24 compared with standard value at 0.25. Management of Surabaya Lung Hospital need to improve friendly, patients and smiley service by accustom and encourage this manner each day while serving the patients.

Motivation is an important thing because motivation is a supportive of human behavior. Motivation gets more important so that consumer can get its desired goal optimally. According to Nugroho (2003) stated that motivation is a tendency of nature that is the main contention inside a person to evoke action. While according to Suryani (2008) stated that motivation is an emerging process of impulse so that consumer moves to buy a product. Nevertheless motivation is an impulse of needs and will of individu which iss directed to a goal for achieving satisfaction (Hawkins, Best and Coney, 2004). That is why Surabaya Lung Hospital need to keep respondents motivation by maintaining its very good service and improving its friendly, patients and smiley service because respondents assess this variable relatively low.

4. Analysis of Personality Aspect and Decision Using Inpatients Health Care Facility

Analysis of Personality Aspect and Decision Using Inpatients Health Care Facility is combined because personality aspect only has 1 (one variable) analysis. The result is shown as below:

Table 9. Result of Personality Analysis and Decision Using In patients Health Care Facility at Surabaya Lung Hospital.

No	Personality Aspect and Decision Using Health Care Facility	n	Score	Rates	Desc.
A. Personality					
21	Feeling happy to have medical treatment at Surabaya Lung Hospital because its highly familiar feeling	50	180	3,60	SB
	Total A		180	3,60	SB
B. Decision Using Inpatients Health Care Facility					
22	When suggested by doctor to inpatients immediately seek information about room availability.	50	168	3,36	SB
23	When suggested by doctor to inpatients immediately prepare its requirements.	50	178	3,56	SB
24	When suggested by doctor to inpatients immediately prepare its necessary inpatiens expenses.	50	177	3,54	SB
	Total B		523	3,49	SB
	Total A+B		703	3,54	SB

Sumber: data primer

Based on data of table above it is obtained result that score value of personality shows 180 with average score 3.60 means “Very Good”. Respondents personality related to medical care is high because high familiar feeling qat Surabaya Lung Hospital.



Figure 3. Personality Aspect and Decision Using Health Care at Surabaya Lung Hospital.

From picture above it is seen that personality aspect shows score value as 0.26 above standard score value 0.25. It is in line with research conducted by Abdul Ghani (2011) which mentions that personality is a psychology order and environment influences including character. On the other side Ginting (2011) also mention that personality often defined as individual characteristic which is a combination of charater, temperament, common ability and talent which in its development is influenced individual interaction and its environment.

Personality can be defined as a characteristic of one individu which involve several psychology processes which will determine its tendency and response toward environment. Therefore, familial shades that have been built by Surabaya Lung Hospital right now need to be always maintained and even improved. While in decision using health care aspect shown in related variable in suggestion to inpatients respondent is not immediately seek information on room availability. This maybe because basically one behaviour in buying something also influenced by personality factor of its related consumer.

For decision using health care aspect obtained total score value of 3 (three) questionare variables as 523 with average score 3.49 means "Very Good". Related to decision using health care is conformed by Kotler and Armstrong (2003) which stated that one decision to buy is influenced by personal characteristic such as age and life cycle phase, work, economic situation. Buyer decision is also influenced by individual factor. Personal is deepest characteristic difference of human. Characteristic differences describes unique signature of each individuals. Therefore, one individu is not the same with the other. According to Amalia (2011) stated that one habit is influenced by their nearest environment to make a choice, then it express in an action.

Therefore to decide using health care personality need to e considered because each person has personal character which will determine their buying behavior. Personality factor is a way to collect and grouping reaction consistency of an individu towards happening situation (Lamb.2001).

Next phase is doing analysis of personality aspect and decision using health care by using spider-web which is average score compared with available standard score value, which result is shown as below.

CONCLUSION AND SUGGESTION

Conclusion

Conclusions obtained that can be conveyed from research result are:

1. Perception aspect has low score on accessibility variables: parking facility; all room facilities variable; and quality service: completeness equipment and speed service of the hospital.
2. Motivation aspect has a need to improve score on friendly, patient and always smiling service variable.
3. Personality and decision using health care has variable on suggestion to inpatient which patient is not immediately seek information on available room.

Suggestion for Surabaya Lung Hospital

Advisable suggestion to improve pasients visit at Surabaya Lung Hospital based on research result are as below:

1. Conducting setting up parking space, improving room facility, and improving medical care service quality gradually accordance to available resources condition.
2. Organizing training for excellent service regularly especially for behavior and ethics to stay friendly, patient, and always smiling so that the culture is completely dive in every officer at Surabaya Lung Hospital.

3. Developing an information system related to room availability, so that patient can directly be able to know availability of empty room when suggested to be inpatients.
4. Budget need to be plan annually as effort to improve condition on every aspect and variable which has low score.

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