



DOI:
10.22301/IJHMCR.2528-3189.391

Article can be accessed online on:
<http://www.ijhmcr.com>

ORIGINAL ARTICLE

**INTERNATIONAL JOURNAL
OF HEALTH MEDICINE AND
CURRENT RESEARCH**

FACTORS RELATED TO THE INTEREST OF THE UTILIZATION OF THE OUTPATIENT SERVICES AT BETHESDA HOSPITAL GMIH TOBELO NORTH HALMAHERA DISTRICT

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ARTICLE INFO

Article History:

Received 26th April, 2017
Received in revised form
28th May, 2017
Accepted 25th June, 2017
Published online 30th June, 2017

Key words:

Reuse of Outpatient Services.

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ABSTRACT

The rapid development of science and technology and the increasing the level of public education, is a challenge for hospitals in providing quality health services. Improving the quality of health services by cover having to be oriented to patient satisfaction. The hospital is highly proven with various facilities and infrastructure both medical equipment and health on-line involved in it. Outpatient healthcare is the backbone of the health care system. Outpatient services are the main access points for people in need of health services. This study aims to analyze factors related to the interest of reuse of outpatient services at Bethesda Hospital GMIH Tobelo of North Halmahera Regency. This research uses quantitative method, using heading analytic survey type research with cross sectional study approach. The data were obtained by using heading kusioner. The population is a common patient in the Bethesda Tobelo Hospital Polyclinic of North Halmahera District. Sampling purposive sampling using heading amounted to 75 samples of outpatients. The value of the data obtained for shipbuilders variable, then analyzed descriptively using heading univariate, bivariate and multivariate analysis. Statistical Analysis used for categorical data with kai square test is said to be significant when $p < 0.05$. Statistical calculations using heading the Statistical Product and Service Solution (SPSS) program. The conclusion of this study is that factors related to the reuse of outpatient services

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Citation: Florence Sahuleka Faleryn¹, Jimmy Posangi², Victor P. K. Lengkong¹, 2017
"Analysis Of Patients Reference System Implementation In Regional General Hospital Dr. Samratulangi Tondano Of Minahasa Regency", *International Journal of Health Medicine and Current Research*, 2, (02), 391-396.

at Bethesda Hospital GMIH Tobelo of North Halmahera Regency acres of the most dominant factor in accessible location. It is recommended that Bethesda Hospital GMIH Tobelo needs to modernize and need to increase the quantity of infrastructure to receiving complain of quality of service.

INTRODUCTION

Health development is an effort to meet one of the basic rights of the community, namely the right to obtain a statutory health services - The 1945 Constitution article 28 H verse 1 and invite- Law Number 36 Year 2009 about health. The hospital, as one of the health facility that provides health services to the community have a role in promoting the development of health in Indonesia and has a strategic role in the improvement of the degree of community health. The development of the health of the photo on the right organizes to raise awareness in the willingness and ability to live a healthy life for every one that realized the degree of community health is the highest.

The hospital is one of the health services that can meet the needs of the community against the utilization of health services. As a public service, hospital equipped with various facilities and infrastructure good medical tools and health professionals involved in it. Outpatient health services is the backbone of the health care system. Outpatient services is the main population who need health services.

The utilization of return is the behavior that appears as a response to the object that shows the desire of the customer to do the utilization of return. Intention to use this again is part of the stages of the customer loyalty, where loyalty is customer commitment survive in depth to berlanggan back on the giver of selected services consistently future, despite the influence of the situation and marketing efforts have the potential to cause changes in behavior.

The research done by Febrianty (2013) concerning factors related to the interest of the utilization of the service of the hospitalization in Hospital Stella Maris Makassar, shows that there is a relationship between the belief, knowledge, attitudes, quality of service, tariffs/cost, facilities, the ministry of personnel with the utilization of inpatient services Hospital Stella Maris Makassar.

Dwijayati (2014) In research done on the relationship between the dimensions of the quality of health services with re-visit diabetes mellitus patients in the installation of outpatient Hospital Paper Asih Palembang, shows that there is a relationship between the accuracy of the time of the ministry of information, the relationship patients with service provider, the environment and the quality of health services with re-visit DM patients.

The initial data from the medical record that the number of patient visits in the last two years (2015-2016) decline. In 2015 the number of patient visits as many as 928 patients and on 2016 experienced a decrease in the number of patient visits as many as 321 patients, where patients visit outpatients in 2015 as much as 571 patients and on 2016 experiencing decline as much as 287 patients. Other things that cause a decrease in the number of health service utilization that occurred in the Hospital, including the visit of doctors who are often too late, waiting room that less comfortable, consultations with the doctor less, the facilities at the hospital also has not been used for maximum, examination in a laboratory which is not complete and the lack of medicine in pharmacy.

Based on explanation above the researchers want to analyze what factors related to the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District. By knowing these factors the parties can membenahai tenets Hospital and improve the quality of services

METHODS

This research using quantitative methods, using the type of survey research analytically with the *cross sectional approach study* with the intent to know whether there is a relationship between a risk factor (independent variables) with securities factor (dependent variables in the observation or measurement of a variable once and at the same time at the same time or *point time approach*. The research done in the Bethesda Hospital GMIH Tobelo North Halmahera District in March - June 2017.

This research is the *cross sectional research* that is not done with the treatment of research response so that there is no possibility of risk can be dangerous/harm respondents. The value of the data obtained for each of these variables, then analyzed by descriptive namely using univariat analysis, bivariat and multivariat.

RESULTS

a. The relationship between the ubiquitous Factors Infrastructure with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District.

The relationship between the ubiquitous factors infrastructure with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District can be seen in table 1.

Table 1. The relationship between the ubiquitous Factors Infrastructure with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District

The Infrastructure ubiquitous	The utilization of return				The Total		The value of the P
	Take advantage of the		Not				
	N	%	N	%	N	%	
Good	23	30.7	0	0	23	30.7	
Less Good	40	53.3	12	16.0	52	69.3	0,014
The Total	63	84,0	12	16,0	75	100,0	

Based on the cross tabulation done between the ubiquitous factors infrastructure with the interest of the utilization of the outpatient services at Bethesda Hospital Tobelo North Halmahera District, obtained data that the number of respondents who answered either in the availability of the infrastructure as much as 23 respondents (30.7%) to take advantage of the return as much as 23 respondents (30.7%); while the number of respondents who answered less good in the availability of the infrastructure as much as 52 respondents (69.3%) to take advantage of the return of 40 respondents (53.3%) and does not take advantage of the return as much as 12 respondents (16,0%). Based on the results of the test analysis *chi-square* obtained the result with the value of $p=0,014 < \alpha=0.05$ that shows there is a relationship that means the ubiquitous factors infrastructure with the interest of the utilization of the outpatient services at Bethesda Hospital Tobelo North Halmahera District.

b. The relationship between the factors location with the interest of the utilization of The Ministry Hospitalization Jalandi Bethesda Hospital GMIH Tobelo North Halmahera District
The relationship between the factors location with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

Table 2. The relationship between the factors location with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District

The Location	The utilization of return				The Total		The value of the P
	Take advantage of the		Not				
	N	%	N	%	N	%	
Good	36	48,0	1	1.3	37	49,3	
Less Good	27	36.0	11	14.7	38	50,7	0,003
The Total	63	84,0	12	16,0	75	100,0	

Based on the cross tabulation done between the factor location with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District, obtained data that the number of respondents who answer good location as much as 37 respondents (49,3%) to take advantage of the return as much as 36 respondents (48,0%) and does not take advantage of the return as much as 1 respondents (1.3%); while the number of respondents who answered the location of less good as much as 38 respondents (50,7%) to take advantage of the return as much as 27 respondents (36.0%) and does not take advantage of the return as much as 11 respondents (14.7%). Based on the results of the test analysis *chi-square* obtained the result with the value of $p=0,003 < \alpha=0.05$ that shows there is a relationship that means the factor location with the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

c. The relationship between the factor of the speed and ease of Hospital services with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District
The relationship between the factor of the speed and ease of hospital services with the interest

of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

Table 3. The relationship between the factor of the speed and ease of Hospital services with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District

The factor of the speed and ease of Hospital Services	The utilization of return			The Total	The value of the P		
	Take advantage of the		Not		N	%	
	N	%					
Good	46	61.3	4	5.3	50	66.7	0.016
Less Good	17	22,7	8	10.7	25	33.3	
The Total	63	84,0	12	16,0	75	100,0	

Based on the cross tabulation done between the factor of the speed and ease of hospital services with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District, obtained data that the number of respondents who answered either in the speed and ease of hospital services as much as 50 respondents (Scored 66.7%) to take advantage of the return as much as 46 respondents (30.7%) and and not take advantage of the return as much as 4 respondents (5.3%); while the number of respondents who answered less good in the speed and ease of hospital services as much as 25 respondents (33.3%) to take advantage of the return as much as 17 respondents (61.3%) and does not take advantage of the return as much as 8 respondents (10.7%). Based on the results of the test analysis *chi-square* obtained the result with the value of $p=0.016 < \alpha=0.05$ that shows there is a relationship that means the factor of the speed and ease of hospital services with the interest of the utilization of the outpatient services at Bethesda Hospital Tobelo North Halmahera District.

- d. The relationship between the Ministry of personnel with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District

The relationship between the ministry of personnel with the interest of the utilization of the outpatient services at Bethesda

Hospital GMIH Tobelo North Halmahera District can be seen in table 4.

Table 4. The relationship between the Ministry of personnel with the interest of the utilization of the Outpatient Services at Bethesda Hospital GMIH Tobelo North Halmahera District

Personnel Services	The utilization of return				The Total		The value of the P
	Take advantage of the		Not Mema nfaatak an		N	%	
	N	%	N	%			
Good	46	61.3	2	2.7	48	64,0	0,00
Less Good	17	22,7	10	13.3	27	36,7	
The Total	63	84,0	12	16,0	75	100,0	

Based on the cross tabulation done between the factors of service personnel with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District, obtained data that the number of respondents who answered either in the ministry of personnel as much as 48 respondents (64,0%) to take advantage of the return as much as 46 respondents (61.3%) and does not take advantage of the return as much as 2 respondents (2.7%); while the number of respondents who answered less good in the ministry of personnel as much as 27 respondents (36,7%) to take advantage of the return as much as 17 respondents (22,7%) and does not take advantage of the return as much as 10 respondents (13.3%). Based on the results of the test analysis *chi-square* obtained the result with the value of $p=0,000 < \alpha=0.05$ that shows there is a relationship that means the factor of service personnel with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

1. Multivariat Analysis

Test results bivariat produces the value of *p* from the infrastructure availability variable, location, speed and convenience and personal service with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District. under 0.25. Furthermore done multivariat analysis of all variables. Test done with logistic regression analysis to know the variables most associated with

the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

Table 5. The results of Logistic regression analysis Phase I

The variables	B	Wald	Sig.	Exp(B)
The availability of Infrastructure Facilities	20,858	0,000	0,998	1144128308,171
The Location	4,493	8,305	0,004	89,406
The speed and ease of Service	2,164	2,615	0,106	8,702
Personal Services	2,652	5,379	0,020	14,181

Based on the table 5 can be known that the availability of the infrastructure, location, speed and convenience and personal service with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District. The result shows that the location of the speed and convenience and personal service with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District significant value under 0.25. Then again logistic regression analysis stage II.

The Table 6. The results of Logistic regression analysis Phase II

The variables	B	Wald	Sig.	Exp(B)
The Location	3,354	7,454	,006	28,627
The speed and ease of Service	1,891	4,455	,035	6,623
Personal Services	2,257	5,931	,015	9,557

Based on the value of the Wald =7,454 statistics, then location variables become the most dominant factor from some of the factors related to the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

CONCLUSION

1. There is a relationship between the ubiquitous factors infrastructure with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.
2. There is a relationship between the factors location with the interest of the utilization of the outpatient

services at Bethesda Hospital GMIH Tobelo North Halmahera District.

3. There is a relationship between the factor of the speed and ease of service with the interest of the utilization of the hospital services in Bethesda Hospital GMIH Tobelo North Halmahera District.
4. There is a relationship between the factors pelayanan personnel with the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.
5. Location factor is the most dominant factors related to the interest of the utilization of the outpatient services at Bethesda Hospital GMIH Tobelo North Halmahera District.

ACKNOWLEDGEMENTS

1. For the Hospital
 - a. It is recommended to the Hospital in order to maintain and improve the quality of service again so that created a patient satisfaction and loyalty patients.
 - b. The infrastructure in the Bethesda Hospital GMIH Tobelo North Halmahera District need to dimodernisasi and increased from the point of quantity.
 - c. Factor of the speed and ease of service in the Bethesda Hospital GMIH Tobelo North Halmahera District so that maintained that is good.
2. For Researchers

Suggestions for further research among others:

 - a. In order to do further research with add other variables such as trust variable patients, the image and the factors the characteristics of respondents.
 - b. In order to be able to perform qualitative research to know more in the problems occur and search for the answer to achieve customer satisfaction and growing customer loyalty patients.
 - c. In order to expand the scope of research, such as the research was done in a different Hospital and in the service of the hospitalization.

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