Factors Influencing Patients' Decisions to use Health Services for Re-Treatment at Griya Medika Dompet Dhuafa Hospital Lampung

Ni Made Putri Afriasih 1, Nuraini 2, Ramadhani Syafitri Nasution 3
Program Studi S2 Ilmu Kesehatan Masyarakat Fakultas Kesehatan Masyarakat
Institut Kesehatan Helvetia Medan

ABSTRACT
This study aims to identify factors that influence patients' decisions to reuse health services at the Griya Medika Dompet Dhuafa Lampung Hospital. The research method used was an analytical survey with a cross-sectional design. Data was collected through questionnaires, medical records, and valid references. The research results show that factors such as the quality of doctor/nurse service, facilities, speed of service, and distance have a significant influence on patient decisions. Facilities are the most dominant variable in influencing a patient's decision to return for treatment. Managerial implications and suggestions are presented to improve the quality of care and improve certain aspects that influence patient decisions.

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INTRODUCTION
A hospital is a health service institution that provides holistic inpatient, outpatient, and emergency services, from prevention to disease recovery. To increase public trust, the hospital strives to provide quality services. However, the image of regional hospitals is often less good than that of private hospitals, this is reflected in research results that show that private hospitals tend to provide better-quality responses.

The quality of health services is an important factor in choosing hospital services. Patients tend to return or choose the same hospital if they are satisfied with the service. Therefore, hospitals need to formulate the right marketing strategy by paying attention to the opinions and input of patients.

Patients' decisions in choosing healthcare facilities are influenced by various factors, including social, cultural, individual, and psychological factors. Previous research has identified several factors that influence patient decisions, such as quality of care, medical costs, facilities, and perceptions of service quality.

Patient satisfaction is an important indicator in evaluating the performance of health services. Griya Medika Dompet Dhuafa Hospital, as an Islamic philanthropic institution, provides free services to poor patients. However, data shows a decline in the number of patient visits in recent years.

To understand the factors that influence patients' decisions in reusing health services at Griya Medika Dompet Dhuafa Hospital, researchers are interested in conducting further research. In this study, researchers will identify factors that influence the patient's decision to re-seek treatment at the hospital.

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RESEARCH METHOD

The research method used is an analytical survey with a cross-sectional design, aiming to explore the factors that influence the patient's decision to seek re-treatment at Griya Medika Dompet Dhuafa Hospital. The study site was the hospital, chosen because of the decline in the number of patient visits in the last three years. The study was conducted from July to October 2023, with data collection in September 2023.

The target population is all patients at the hospital, while the affordable population is patients registered in the medical record from January to September 2023, totaling 3,946 visits. The study sample consisted of 247 people, selected using the Lemeshow formula and accidental sampling with certain inclusion criteria.

Data collection methods include primary data through questionnaire filling, secondary data from medical record records, and tertiary data from valid references. Validity and reliability tests are carried out to ensure the reliability of the measurement instrument.

The research variables consisted of independent variables (age, gender, education, occupation, quality of service, distance, facilities, speed of service) and dependent variables (decision of patients to seek re-treatment). Data processing methods are carried out computerized with descriptive, bivariate, and multivariate statistical analysis to explore the relationship between variables and factors that influence patient decisions.

RESEARCH RESULTS

The results of the study of various variables presented in the tables provide a comprehensive picture of the factors that influence the patient's decision to reuse health services at Griya Medika Hospital Dompet Dhuafa Lampung. Here is a multivariate analysis based on those findings:

1. Age, Gender, and Education: Based on statistical tests, there is no significant influence between age and gender on the decision to reuse health services. However, there was a significant influence of education on the decision. Respondents with higher education tend to reuse health services more than respondents with less education.

2. Employment: There is no significant effect of employment on the decision to reuse health care. Both working and non-working respondents have a similar tendency to use health services.

3. Quality of Doctor/Nurse Service: There is a significant influence between the quality of doctor/nurse services on the decision to reuse health services. Respondents who feel that the doctor/nurse service is good tend to reuse health services more than those who feel the service is not good.

4. Distance and Facilities: There is a significant influence between distance and facilities on the decision to reuse health services. Respondents who feel that the hospital is easily accessible and hospital facilities are good tend to reuse health services more.

5. Speed of Service: There is a significant influence between the speed of service on the decision to reuse health services. Respondents who felt hospital services were fast tended to reuse health services more than those who felt services were slow.

Thus, the results of this study provide valuable insights for hospital management in improving health services and improving certain aspects that influence patients' decisions to reuse health services at Griya Medika Dompet Dhuafa Hospital Lampung.

DISCUSSION

Research conducted at Griya Medika Hospital Dompet Dhuafa Lampung highlights several aspects that influence patients' decisions to reuse health services. First, the results showed that age did not significantly affect patients' decisions. Although there was previously an assumption that age could be a relevant variable, the study found that other factors were more dominant in influencing the decision. The same thing happened in studies related to gender, education, and patient occupation, where no significant correlation was found between these variables and patient decisions.

Nevertheless, two important factors emerge as determinants of patient decisions. First is the quality of service of doctors/nurses. The results of the study confirmed that good service from doctors and nurses has a significant influence on the patient's decision to seek treatment again. Second, the distance between the patient's home and the hospital also plays an important role. Hospital location and ease of access are the main factors influencing patient decisions. Hospitals that are easily accessible tend to be preferred by patients to reuse health services.

Thus, from the results of the discussion, it can be concluded that in the context of Griya Medika Dompet Dhuafa Hospital Lampung, factors such as the quality of doctor/nurse services and hospital distance are key factors in influencing patients' decisions to reuse health services. This provides valuable insights for hospital
management in improving services and adjusting accessibility strategies to improve patient satisfaction and improve health service utilization rates.

CONCLUSION

Based on the research conducted, it can be concluded that factors such as age, gender, education, and occupation do not have a significant effect on patients’ decisions to utilize health services at Griya Medika Dompet Dhuafa Hospital in 2023. However, the quality of doctor/nurse services, facilities, speed of service, and distance have a significant influence on the decision. Facility is the most dominant variable in influencing a patient’s decision to return to treatment.

Suggestion

1. Rumah Sakit Griya Medika Dompet Dhuafa:
   a. It is recommended to allocate a budget for facility improvements and the addition of new facilities that can increase public trust and patient satisfaction.
   b. Health workers need to provide quality and fast services according to patient needs to ensure patient satisfaction and build a good hospital image.

2. Inpatients:
   It is recommended for inpatients to provide input and complaints during treatment at the hospital so that the hospital can improve the health services provided.

3. Next Researcher:
   It is recommended for subsequent researchers to conduct research with different methods such as qualitative or mixed, and consider the use of other variables such as service quality (tangible, reliability, responsiveness, assurance, empathy) to complement the results of this study.

REFERENCES