Factors Influencing Patients' Decisions to Use Health Services for Retreatment at Putri Hijau Medan TK II Hospital in 2023

Muhammad Arif Prayoga 1, Deli Theo 2, Ramadhani Syafitri Nasution 3
Institut Kesehatan Helvetia, Medan

ABSTRACT

Patient behavior as consumers in utilizing health services, including the decision to seek re-treatment, is influenced by several factors such as the quality of doctor/nurse services, distance, facilities, and speed of service. This study aims to analyze the factors that influence patients' decisions to utilize health services for repeat treatment. The research method used was quantitative with a cross-sectional design, carried out at the Putri Hijau Level II Hospital in Medan. A sample of 247 people was selected using the accidental sampling method from a population of 3,946 people. Data analysis used univariate, bivariate chi-square, and multivariate approaches with multiple logistic regression at a 95% confidence level. The research results show that the quality of doctor/nurse services, distance, facilities, and speed of service have a significant influence on the patient's decision to seek treatment again. Meanwhile, factors such as age, gender, education, and employment do not have a significant effect. The most dominant factor is facilities, where respondents who feel that hospital facilities are good have a higher chance of undergoing repeat treatment. This research concludes that factors such as the quality of doctor/nurse services, distance, facilities, and speed of service have a significant influence on patients' decisions in utilizing health services for re-treatment at Putri Hijau Level II Hospital in Medan. It is recommended that the hospital allocate a budget to improve facilities that are still lacking and improve new service facilities to increase public confidence in seeking treatment again.

Keywords: Decisions, Patients, Repeat Treatment, Utilizing Services

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INTRODUCTION

The hospital is one of the health service institutions that provides comprehensive services, including inpatient, outpatient, and emergency services. The increase in people's demand for medical services has made them more selective in choosing the hospital where they seek treatment. This change is influenced by the improvement of education and socioeconomic status of the community which leads to the expectation of better and quality health services.

However, government hospitals often have a less favorable image compared to private hospitals. Previous research has shown that private hospitals tend to provide better services than government hospitals. Quality of service is a key aspect of attracting patients.
Patient decision-making in choosing a hospital is also influenced by factors such as the quality of doctor/nurse services, distance, facilities, and speed of service. In addition, theories about consumer behavior and social, cultural, individual, and psychological factors also influence patient decisions.

Although several studies have been conducted on the factors that influence patient decisions, the research has not adequately covered specific situations and contexts, especially at Putri Hijau Medan Level II Hospital. Therefore, this study will explore the factors that influence patients’ decisions in utilizing health services for retreatment at this hospital in 2023.

RESEARCH METHOD

1. Research Design

This research is an analytical survey research with a cross-sectional design, where research data is taken simultaneously at one time. The goal is to determine the factors that influence the patient's decision to use health services for retreatment at Putri Hijau Medan Level II Hospital.

2. Location and Time of Research

2.1. Research Location
The study was conducted at Putri Hijau Medan Level II Hospital.

2.2. Research Time
The study was conducted from August to October 2023, with data collection carried out in October 2023.

3. Population and Sample

3.1. Population
The target population is all people who seek treatment at Putri Hijau Medan Level II Hospital.

3.2. Samples
The number of samples was determined using the Lemeshow formula, with a minimum result of 247 people. Sampling is carried out purposively, with certain inclusion criteria.

3.3. Data Collection Methods
The study used primary, secondary, and tertiary data. Primary data were obtained through filling out questionnaires by respondents. Secondary data was obtained from the Medical Record records of Putri Hijau Medan Level II Hospital. Tertiary data are obtained from valid references.

3.4. Test Validity and Reliability
Validity and reliability tests were conducted on 20 patients at Mitra Medika Amblas Medan Hospital using the Pearson product-moment correlation formula for validity and Cronbach's Alpha method for reliability.

4. Operational Variables and Definitions
The study consisted of independent variables (age, gender, education, occupation, quality of doctor/nurse services, distance, facilities, speed of service) and dependent variables (patients' decisions to use health services for retreatment). Each variable has a clear operational definition.

5. Measurement Method
The measurement method of research variables is included in the measurement table which includes the name of the variable, the number of questions/statements, the method and measuring instruments used, the measurement scale, the value, and the type of measuring scale.

6. Data Processing Methods
Data is processed by computerization through the steps of collecting, checking, coding, entering, and data processing.

7. Data Analysis
Quantitative data analysis includes univariate analysis, bivariate analysis using Chi-Square analysis, and multivariate analysis using multiple logistic regression tests at a 95% confidence level.
RESEARCH RESULTS

In the research results section, several findings are important to note. First, in univariate, the age distribution of respondents showed that most of them were in the middle adult (55.1%) and early adult (44.9%) categories. The majority of gender is represented by women (53.4%). The majority of respondents have higher education (SMA / D3 / S1 / S2) as much as 70.4%. Most respondents are not working (54.7%). The quality of doctor/nurse services was rated good by the majority of respondents (52.6%).

Furthermore, in bivariates, there are some interesting findings. First, there is no significant influence between age and the decision to use health services for retreatment. Second, gender did not affect the decision. However, education had a significant influence on the decision, where the majority of highly educated people used health services for treatment again (70.4%). Work does not have a significant influence on the decision. Finally, the quality of doctors/nurses' services has a significant influence on the decision to use health services for treatment again, where the majority who consider the quality good use these services (52.6%).

These findings show that education and the quality of doctor/nurse services have a significant role in patients' decisions to use health services for treatment again. By understanding these factors, hospitals can improve the quality of care and provide better information to patients to improve the utilization of health services in the future.

DISCUSSION

The distance between the patient's home and the hospital can influence the patient's decision to reuse health services at the hospital. The results showed that patients tend to prefer to re-seek treatment at the hospital if the distance is easy to reach. This factor is in line with other studies that show that the strategic and easily accessible location of the hospital can increase patient interest in returning to use health services at the hospital. Conversely, if the distance between the patient's home and the hospital is too far or difficult to reach, patients tend to look for other alternatives such as clinics or doctor's practices that are closer.

The quality of care doctors and nurses also play an important role in patients' decisions to reuse health services in hospitals. The results showed that patients who considered the quality of service of doctors and nurses good had a higher tendency to seek re-treatment at the hospital. Patients tend to prefer to return to a hospital that provides good, friendly, and satisfying service. Conversely, if patients are dissatisfied with the services provided by doctors and nurses, they may choose to seek health services elsewhere.

Factors such as a patient's education, gender, and occupation were not shown to have a significant effect on a patient's decision to reuse health services in hospitals. However, these factors can still influence patients' perceptions and preferences towards healthcare. For example, patients with higher education may have a better knowledge of health and be more critical in choosing health services.

Thus, to increase the reutilization of health services in hospitals, hospitals need to pay attention to the quality of services of doctors and nurses and pay attention to factors such as the location of hospitals that are easily accessible to patients. In addition, proper education and information to patients can also help increase their understanding and awareness of the importance of health services and the importance of choosing a hospital as the right place for treatment.

CONCLUSION AND RECOMMENDATIONS

From the study, it can be concluded that the distance between the patient's home and the hospital influences the patient's decision to reuse health services in the hospital. The findings suggest that patients tend to prefer hospitals that are within easy reach, in line with previous research that highlighted the importance of strategic and accessible hospital locations. The quality of care doctors and nurses also play a significant role in influencing patient decisions. Patients are more likely to return to hospitals that provide good, friendly, and satisfactory service, while dissatisfaction with the services of doctors and nurses may encourage patients to look for alternatives.

To improve the reutilization of health services in hospitals, it is recommended that hospitals pay attention to two main aspects. First, hospitals need to pay attention to their location so that it is easily accessible to patients. This can be done by expanding the hospital network or establishing health facilities in areas that are more affordable to the community. Second, improving the quality of service for doctors and nurses is an important step to maintaining patient trust and satisfaction. It involves ongoing training, competency development, and the creation of a supportive work environment. In addition, educating and informing patients about the importance of quality health care can also help increase their understanding and awareness, as well as strengthen the relationship between patients and hospitals. Thus, the implementation of these measures is expected to have a positive impact on increasing the reuse of health services in hospitals.
REFERENCES