

THE REASON FOR THE PATIENT CHOOSING UMM HOSPITAL

Riskiyah

Faculty of Medical and Health Sciences, Universitas Islam Negeri Maulana Malik Ibrahim
riskiyahdr@gmail.com

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Abstract

Hospital is one of the places chosen by people who seek medical treatment when they get sick. One of the main reasons people choose a hospital is when they feel satisfied with the hospital services. The University of Muhammadiyah Malang (UMM) Hospital is classified as a new hospital that complies with the standard released by The Indonesian Health Department in term of Bed Occupancy Rate. The aim of this study is to find out the reasons behind patients' decision making on choosing medical services at UMM Hospital. A qualitative phenomenology method was used in this study. Data collection was conducted in February until March 2016. Interview was conducted to 8 informants that represent the patients from VIP class, class I, class II and class III of UMM Hospital. They are five themes about patient decision making on why they choose UMM Hospital as a health care provider such as the location, receives BPJS, friends recommendation, no other choice, and UMM Hospital is the best option. In conclusion, the patient's decision making to choose hospitalization at UMM Hospital was influenced by several things. The existence of this information can be input for hospitals in developing appropriate marketing strategies and can further improve the quality of service to the community.

Keywords: Choose a hospital, inpatient, patient

Abstrak

Rumah sakit merupakan salah satu pilihan masyarakat untuk mencari pengobatan ketika sakit. Masyarakat akan memilih untuk rawat inap pada sebuah rumah sakit yang dapat memberikan mereka kepuasan. RS Universitas Muhammadiyah Malang (UMM) merupakan rumah sakit yang tergolong baru dan *Bed Occupancy Ratenya* sudah sesuai dengan yang ditetapkan oleh DepKes RI. Penelitian ini bertujuan untuk mengetahui secara mendalam alasan pasien dalam memutuskan memilih rawat inap di RS UMM. Penelitian ini menggunakan metode kualitatif fenomenologi yang dilakukan pada bulan Februari-Maret 2016. Wawancara secara mendalam dilakukan kepada 8 informan yang mewakili kelas VIP, I, II dan III di RS UMM. Hasil penelitian didapatkan 5 tema yang menunjukkan keputusan pasien dalam memilih rawat inap RS UMM yaitu karena lokasi, menerima BPJS, rekomendasi teman, tidak ada pilihan lain, dan RS UMM adalah pilihan yang terbaik. Kesimpulannya, keputusan pasien dalam memilih rawat inap di RS UMM dipengaruhi oleh beberapa hal. Adanya informasi ini dapat menjadi masukan bagi rumah sakit dalam menyusun strategi pemasaran yang tepat dan dapat lebih meningkatkan kualitas pelayanan kepada masyarakat.

Kata kunci: memilih rumah sakit, rawat inap, pasien

INTRODUCTION

The development of science and technology has greatly influenced people's attitudes to meet the needs of a healthy life. It is indicated the trust of the community to use the services of the hospital as the primary choice when experiencing illness. The public is very selective in choosing health services in hospitals. The public will choose a hospital that they feel can provide satisfaction for them. Every hospital tries to offer its advantages, so that prospective patients are interested in using its services (Kafa, 2013). Hospital is one part of health services that are provided by the government or private sector. The hospital hold responsible by providing complete individual health services, including promotive, preventive, curative, and rehabilitative. The hospitals do not only provide outpatient and emergency services. However, they should also include hospitalization services (Alfianti Karimuna, Rasma, 2017). Inpatient services are services for hospital patients who occupy treatment beds because they require observation, diagnosis, therapy, medical rehabilitation, or other medical services. In general, hospital inpatient services divided into several treatment classes, including class I, class II, class III, and VIP. Inpatient services are the primary medical services in hospitals (Suryawati, Dharminto, and Shaluhayah, 2006).

Patient behavior for making decisions to choose inpatient care facilities was influenced by several components, such as cultural factors, social factors, individual factors, and psychological factors. Patients hope that they can get a sense of security to solve their health problems. Patients have full authority to decide using hospital services to meet their needs and expectations (Zulfikar and Ghofar, 2010). Patients will tend to demand that the hospital chosen to provide something of quality and prompt service. Therefore, the hospital must have a strategy to attract and retain patients because the right strategy will influence patients to choose the hospital (Salim and Bachri, 2017).

Based on previous research conducted by Mosadeghrad (2014), the things that affect patients in choosing a hospital are a word of mouth, service costs, health insurance programs, location, physical environment, facilities, provider expertise and interpersonal behavior, and hospital reputation. According to Cruppe and Geraedts (2017), patients in Germany choose hospitals because of personal experience with the hospital, recommendations from relatives and outpatient providers, the hospital reputation, and the distance from home. Study of George et al., (2017) indicates the most significant results on hospital selection is the availability of surgeons and other specialists, physicians, quality of health services.

UMM Hospital is a type C private hospital with 91 beds established on August 17, 2013. The hospital has the main building of a 6-floor building, and there is a mosque in front position with typical Chinese architecture that makes UMM Hospital is easily recognizable. It was located between RSI Unisma and Batu Baptist Hospital. Both hospitals are the competitor hospitals of the same type.

BOR (Bed Occupancy Rate) of UMM Hospital in 2013 and 2014 only 15%, while in 2015, the BOR increased dramatically by 77%. BOR is a number that shows the percentage of bed usage at a specific time in the inpatient unit (ward). From the data above, it can be concluded that the UMM Hospital BOR has experienced a drastic increase in 2.5 years. It shows a phenomenon where people's interest in choosing UMM Hospital services. It is the reason why researchers are interested in

researching at UMM Hospital.

The purpose of this study was to determine the reasons for the patients' decision making to choose inpatient care at UMM Hospital by exploring deeply their experience in deciding to select hospitalization at UMM Hospital. Knowing the reasons for inpatients choosing UMM Hospital could become a reference for hospital to further their marketing promotions and service quality to community.

RESEARCH METHODS

This study employed phenomenological qualitative research methods. This study was conducted in February-March 2016. In-depth interviews were conducted with eight informants who were considered to represent patients in the VIP class, I, II, and III class, respectively. The informants described several characteristics, including gender, method of payment such as general or BPJS usage, willingness to be interviewed. Analysis of the data started with making transcripts of the interview recording result and then reduced it. The reduction is made by determining key sentences and keywords that are coded. After that, we identified the categories, sub-themes, and themes to form a large theme.

RESULT AND DISCUSSIONS

Overall, five themes revealed the experience of informants in deciding to choose inpatient health services at UMM Hospital. The basis for choosing the inpatient is because it considers the location, UMM hospital received BPJS, no other choices, and the last is because UMM hospital was the best option. Explanation of each theme will be explained as follows:

Selecting hospitalization of UMM hospital due to location

Most of the informants chosen to be hospitalized at UMM Hospital due to the area of their house near the hospital. The distance between the hospital and the informants' home is about 5-10 minutes or about 500m-1km so that it can be traveled by foot or using private or public vehicles. Some informants stated that when their children at home needed their father, then his father could immediately go home from the hospital and not worry about leaving the informant alone. Also, several informants chose UMM Hospital because their husbands, fathers, and children working on the UMM (University of Muhammadiyah Malang) so that if they had to visit or there was something with the informant, they could get to the hospital immediately because they were closer to the workplace. The following are the informant's quote about the hospital.

"My husband works on UMM Campus, my son too. It makes it close to the hospital than dinoyo far" (I101040216.10).

"Because my father also works here at UMM Campus, it's closer to the hospital and faster if I think " (A108250216.01).

"Close to my domicile, in my house" (T104080216.01).

"Initially because it was close, the closest from home" (S205280216.01).

The selection of patients for hospitalization at UMM Hospital is due to the location that is not only close to the place of residence but also close to the workplace of family members so that it facilitates the family if they want to visit. Location is vital

because patients choose based on proximity to medical services (Amriza and Susanto, 2017). If the location of a health service is far away and the difficulty of accessing the road to get there can make someone not going to use health services there (Irawan and Asmaripa, 2018). The distance of the hospital from the patient's residence is an essential determinant of hospital selection (Mosadeghrad, 2014; Liu, Bellamy, and McCormick, 2007).

Hospitals generally occupy large areas and are near densely populated areas, because hospitals aim to serve the general public at large. The choice of hospital location requires consideration of factors including accessibility by public transportation, the location of the hospital as seen from the road, a safe and spacious parking area (Amriza and Susanto, 2017). Additionally, the hospital's location should not be at a risk location, such as an industrial area (Yaghoubian et al., 2018).

UMM Hospital is also very strategic because it located in the middle of the city that can be passed by private or public vehicles. Besides, UMM Hospital is close to the bus station, campuses, and student and population settlements. The easy access of the patient to the hospital and the hospital's strategic location will make it easier for them to find the hospital (Saragih, Pardede, and Sijabat, 2017). The location is quite easy to reach and the distance of the hospital that is not too far from the main road becomes one of the considerations of patients choosing a hospital (Nurlia, Hamzah, and Indar, 2012). The hospital should have a place close to residential areas and affordable by various public transport majors so that it is easy to reach (Purnamasari et al., 2012).

Selecting hospitalization of UMM hospital due to received BPJS

The informant chose to hospitalize at UMM Hospital because UMM Hospital received BPJS (Social Security Management Agency) patients, and she got a BPJS card whose payment was partly borne by UMM where her husband worked. BPJS alleviated the costs that must be incurred by the informant, and even the informant did not have to pay at all the maintenance costs. The following are the informant's quote about the hospital.

“My husband worked at UMM campus, and he got the BPJS insurance. So I went here because UMM hospital received my BPJS ” (I101040216.05)

UMM Hospital that receives BPJS patient services is also one of the main attractions for informants so that they want to treat there. The existence of this BPJS facility makes it easy to reduce the cost of medical treatment for patients while being hospitalized. Patients occupy rooms according to the class registered with the BPJS, and they do not have to pay at all the costs of hospital treatment. Moreover, they got this BPJS facility from the UMM campus to indirectly choose UMM Hospital as a health service facility when they are sick.

With the existence of the BPJS that carries on the concept of mutual cooperation, most cost constraints in reaching health facilities can be overcome (Magdalena, 2017). The range of health facilities was expanded to be able to serve the lower middle class and not only upper- middle class (Widada, Pramusinto, and Lazuardi, 2017). BPJS is part of the type of health insurance (Mariyam, 2018).

Health insurance, which is part of the patient's characteristics, can also influence the patient's perception in determining hospital choices (Yip, Wang, and Liu, 1998). People who have health insurance will use more health services. Health insurance can also overcome financial obstacles because it can protect its users from the high burden of health costs (Radja, Kusnanto, and Hasanbasri, 2015). Research

conducted by Rita (2015) found that health insurance affects patients' decisions in choosing a hospital. Prasetyo (2015) states that there are several reasons someone wants service health as a place to look for health services that are due to the problem of the price of services, the purpose for the availability of facilities, and the quality of service. Research conducted by Zulfikar and Ghofar (2010) found that agencies that do not cooperate with Islamic Hospitals have to pay for their medical expenses. It will decrease patients' decision to not using Hospital services. The collaboration between the Hospital and health insurance dramatically influences the customer's decision to re-select inpatient services at Hospital (Zulfikar and Ghofar, 2010).

Selecting hospitalization of UMM hospital due to no other choices

Two informants chose inpatient care at UMM Hospital because there were no other choices. There is no other choice, meaning that before going to UMM Hospital, the informant first came to the Unisma Hospital, Saiful Anwar Hospital, and Aisiyah Hospital, and it turned out that there were no empty rooms there. Family and informants immediately found information about other hospitals, and when UMM Hospital was called, there is still an empty room there. Finally, the informant quickly changed to UMM Hospital for hospitalization. The following are the informant's quote about the hospital.

“Because of no room at the time in other hospitals, and finally we went to this hospital”(B102040216.02)

“The other hospital was full out of the services so that I called UMM hospital, and it provided the empty room, so I have no option and choose this” (SP107210216.02).

When a person experiences pain and needs to be hospitalized immediately, the patient will seek health services that can help them quickly. The informant has gone to any hospital to get a treatment room, but sometimes it was full. Only UMM Hospital is still available empty rooms for hospitalization. It shows that for informants to get a place and immediate treatment of the disease is more important than choosing a hospital that suits their wishes. The behavior of people who are sick of their health problems is to seek health care to get healing — one of the health services in a hospital (Julismín and Hidayat, 2013).

The availability of an inpatient room that is empty as part of the hospital's facilities can affect prospective patients in choosing a hospital (Sreenivas, Srinivasarao, and Srinivasa, 2013). Every individual has a desire to use different health services that can be influenced by the availability of health care facilities, one of which is an empty room (Rahman, Prabamurti, and Riyanti, 2016). It shows that the infrastructure available in hospitals is one of the factors of patients in utilizing health services (Marnah, Husaini, and Ilmi, 2016).

Selecting hospitalization of UMM hospital due to friend's recommendation

The informant was deliberately registered by their friends to check their vertigo pain to an ENT specialist at UMM Hospital. At first, the informant intended to go to a private practice doctor, it turned out the doctor's practice at night. The informant is not reliable enough with the pain if she has to wait until night only to check her condition. Finally, the informant friend who accompanied her at the time took the initiative to find an ENT doctor who practiced during the day. At UMM Hospital, there were ENT doctors who practiced during the day, and then the informant immediately went there with her friend.

"My friend recommend and registered me at this hospital, I mean, my friend, who has already sought a doctor. ENT doctor who was still practicing at that time were only here" (Y103060216.07)

Another informant was recommended by her neighbor to go to a surgeon at UMM Hospital. Her neighbor also had the same disease as the informant, and when her neighbor was brought to UMM Hospital healed as usual, and the results of her surgery were good.

" My neighbor advised me to try treatment at UMM Hospital because She was taken there, the disease was cured"

The recommendation of a friend in the selection of a hospital can determine the prospective patient in choosing the hospital he will attend for treatment. The informant was not only searched for by the hospital but also delivered to UMM Hospital. The decision of patients in choosing inpatient services depends on who is offering to the hospital. Besides family, friends, and health workers (reference group) is one factor in determining patient decisions in choosing inpatient services (Zulfikar and Ghofar, 2010).

Personal communication with relatives and friends is the primary source of information for someone who wants to get details about hospital performance (Cheng, Yang, and Chiang, 2003). Therefore, recommendations from family or friend become an essential source of information for selecting health care providers (Cheng, Yang, and Chiang, 2003; Groot et al., 2012). Also, someone who has no prior experience of going to the hospital will rely more on family and friends' recommendations to find hospitals than having to look for yourself (Harris, 2003; Mosadeghrad, 2014).

Someone who gets recommendations from others about the hospital is usually more quickly accepted for reference in choosing a place of health care (Mariana, 2019). Friends, relatives or trusted people who have experienced a similar health problem may act as filters for the quality of hospitals, thus shaping preferences of individuals (Moscone et al., 2012). In line with research conducted by (Nurlia, Hamzah, and Indar, 2012), patients know about the hospital from their family, friends, and relatives. The existence of information about the hospital from the closest person makes the patient prefer hospital's services.

Selecting hospitalization of UMM hospital due to the best option

According to the informant, UMM Hospital had complete, and excellent facilities. Also, doctors, there are more concerned and conscientious with patients than in other hospitals. The sixth informant had gone to see many doctors at other hospitals, but according to her, the doctors at UMM Hospital were the best. The doctor also wants to listen to the patient's problem.

"I have tried the other hospitals, but no one answered my problems, and I found this hospital, and I felt better after that. So, I concluded this is the best hospital." (M106150216.02)

Informants, who thought that UMM Hospital was the best hospital, gave an excellent image to UMM Hospital. The best hospitals' assumption is not only in terms of service facilities but also services provided by health workers, especially specialist doctors. Specialist doctors who work at UMM Hospital are considered capable of handling patients illnesses and have good communication and attitude. That is one of

the reasons why patient choose UMM Hospital. Research conducted by Dubey and Sharma (2013) that hospitals that have qualified specialist doctors that have a fast response in handling patient needs, full attention to patient needs, and have a right approach are the reasons for patients in choosing a hospital. A doctor needs to build patient confidence to recover. The ability of good clinical skills, effective interpersonal communication from a doctor is necessary to make patients feel safe, comfortable during treatment to cause satisfaction and gratitude from patients (Salim and Bachri, 2017; Torpie, 2014).

Hospital staff has an essential role in evaluating a patient for service because hospital staff, especially health workers, are in direct contact with patients (Saragih, Pardede, and Sijabat, 2017). The more reliable hospital staff, the more patients will decide to choose health services (Kafa, 2013). Generally, patients prefer hospitals with health workers who are friendly, understanding, willing to listen to patients, and have a good relationship with them (Victoor et al., 2012). Besides, a good interpersonal relationship between doctor and patient can form the trust of patients in the health care system (Ward et al., 2015). Hospital staff, especially doctors who are fast in serving, are bright in providing information affecting the patient's decision to use the services available at the doctor's health center (Ulfah, Rachmi, and Yuniarinto, 2011). In service marketing, health workers are expected to have responsiveness, assurance, and empathy (Rahma, Budi, and Najmah, 2014).

CONCLUSSION

From the results of the study it can be concluded that there are five reasons for inpatients to choose UMM Hospital, among others:

- (1) The location that is close to home and near the workplace of family members
- (2) Patient recipients with payment using BPJS
- (3) Recommendations from friends
- (4) There is no other choice because UMM Hospital is still available inpatient rooms while in other hospitals are full
- (5) UMM Hospital is the best option because the doctor is excellent and communicative.

Information about various reasons for patients to choose hospitalization at UMM Hospital is essential for the marketing strategy and hospital policy in attracting patients to seek treatment there. This information can be a marketing strategy for hospitals to improve promotion and better service quality to the community.

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