FACTORS INFLUENCING PATIENTS’ DECISION IN SELECTING BENGKULU REGIONAL GENERAL HOSPITAL IN INDONESIA

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ABSTRACT

The objectives of this study are to find: 1) Physical evidence influencing patients’ decision in selecting Bengkulu regional general hospital; 2) Medicine rate influencing patients’ decision in selecting Bengkulu regional general hospital; 3) Administrative service influencing patients’ decision in selecting Bengkulu regional general hospital and; 4) Quality of doctors influencing patients’ decision in selecting Bengkulu regional general hospital. The sampling method used in this study is accidental sampling by distributing questionnaire to 151 patients or patients’ family who use health facility of inpatient in Bengkulu regional general hospital. The data analysis used is multilinear regression with computer application program of Statistical Package for the Social Science (SPSS) 22.0.Version. The result showed physical evidences, and administrative service, partially influence positively to patients’ decision in selecting Bengkulu regional general hospital. However the medicine rate and quality of doctors partially does not influence patients’ decision in selecting Bengkulu regional general hospital.

Key words: Physical Evidence, Medicine Rate, Administrative Service, Quality of Doctors, Selecting Decision

INTRODUCTION

The people in any places always want to be healthy, but this wish does not happen all the time cause sometimes those people face health problem. When this happens, those people are forced to seek hospital for help. According to Irfan et al (2012), industry of healthcare is one of profitable businesses nowadays. Hospital is a service industry that always tries to provide the best services to its patients, the excellent service should be supported with the sufficient knowledge of hospital management. Patients tend to demand the chosen hospital to give the qualified and quick services. Hospital should have strategy to attract and sustain the patients, the precise strategy will influence patients to choose the hospital.

The decision to have treatment is apart of purchasing decision according to Kotler &Amstrong (2008), purchasing decision is the step in decision making in purchasing where the consumer actually buy the product. Many factors that influence patient to choose the hospital. According to Dubey and Kumar (2013), people choose hospital based on its distance, advertisements, and publicity. Study of Singht and Shah (2011) indicates the capability of specialist doctor and surgeon, infrastructure considerations as the dominant factors influencing people to choose hospital. Haryanto and Olivia (2009) believe on the paramedic quality and treatment services are the reason for people to go to Singapore for medical help. In health market, social and personal factors are essential in consumers decision making (Khalid S, et al., 2013). According to Motwani and Srimali (2014), patients choose hospital based on the qualification and doctors’ experience and emergency service. The study result of WresnoHapsoro (2012) indicates the price rate influence negatively on purchasing decision.

Bengkulu regional general hospital located in the center of Bengkulu city contributes in improving the health quality of people in Bengkulu city in order to cure patients that seek...
medical treatment in this hospital. Health service not only concerns on curative aspect but also promotive, preventive and rehabilitative. Bengkulu regional general hospital provide the services of emergency treatment, outpatient treatment, inpatient treatment, operation room, and provided with other supporting health services. Bengkulu regional general hospital in giving the services is not really maximum due to the limited infrastructure, facilities and human resources.

Bengkulu regional general hospital according to Hasan (2017) is the hospital belongs to people of Bengkulu, and is for the public interest, and then the Local Government of Bengkulu prioritizes the finishing of hospital city in 2017. The obstacles found in Bengkulu regional general hospital will influence the patients that seek for medical help or treatment, and will also influence the sustainability of this hospital. According to annual report of Bengkulu regional general hospital (2016) the total doctors occupied in Bengkulu regional general hospital was 19 doctors (10 general practitioners, 7 specialists, and 2 dentists). While the patient with government insurance (BPJS) was the major user of 3,711 visits (85.09%) of total visits. Bengkulu regional general hospital tries to provide facilities and medical service, administrative service. Patients’ satisfaction is depend on the technical skills of doctors and the quality of services as a whole (Hayat, et al 2012). Tangible and intangible component are essential in creating service experiences (Hoffman and Turley, 2000). Based on the explanation writer intends to conduct the study on factors influencing patient in selecting Bengkulu regional general hospital.

LITERATURE REVIEW
Purchasing decision

Schiffman and Kanuk (2004) state that purchasing decision is the selecting of two or more alternatives. According to Swastha and Irawan (2008) purchasing decision is the consumer understanding towards the wills and needs upon a product by considering the available sources, stating the objectives of purchasing and indentifying the alternatives to ensure the purchasing decision is followed by behavior after the purchase. Consumer behavior will determine the purchasing decision.

The process is a problem solving approach consisting of six steps namely analyzing wills and needs, measuring available sources, stating purchasing objectives, identifying alternative purchasing, making decision of purchase, and behavior after the purchase. According to Solomon et al (2010) a consumer has to go through classical five stages of decision making process such as problem recognition, information search, alternatives evaluation, product choice and post purchase evaluation. Shiv and Fedorikhin (1999) state that consumer decision making characterize as interplay between cognition and effect.

Setiadi (2003) states that “purchasing decision is a decision involving two or more alternatives to purchase”. Thus in purchasing decision the alternatives should be available. Purchasing decision to choose hospital is influenced by many factors such as its distance, advertisements, and publicity, infrastructure considerations, qualification and experience besides other factors like physical evidence, number doctors, doctor capability, emergency service, hospital cost and administrative service.

It is stated by Shareef et al (2008) that indicators of purchasing decision consists of recommend online brokers, purchase frequency, overall satisfaction, purchase intention, negative experience online purchase. Purchasing decision indicators according to Kotler (2009) are: product stability, purchasing habit, recommendation to other buyers, and re-purchasing. This research used indicators of: the stability of Bengkulu regional general hospital, recommendation to other patients, and selecting of hospitals. 4 independent variables used in this study were: physical evidences, medicine rate, doctors’ quality and administrative service.
Physical evidence

Physical evidences must be owned by an institution such hospital as documents to show to patients/consumers. According to Lupiyoadi (2013), appearance and capability of physical facilities and infrastructures should be reliable to the environment as the real evidence of service offered. It includes physical facilities (building, storage, and else), equipments and instrumentations (technology) and staff appearance (Lupiyoadi, 2013). Most of services offered by health care industry is a combination of intangible and tangible services. Occasionally the benefit of tangible service cannot be felt by the patient (Chang et al(2013).

Tangible service in health care includes prescription, lab result, protesa, and eye glasses. Tangible services do not influence directly to patients but they are facilitated by doctors, nurses, and laboratory technician. (Irfan et al 2011). According to Parasuraman, et al (1994), tangible is about the physical facilities like infrastructure, labs, equipment, and human resources involved in delivery the service. Dimensions of physical evidence (tangible) according to Irfan et al (2012) are hygiene conditions at hospital, waiting facilities for attendants and patients, healthy environment at hospital, cleanliness of toilet bathrooms, cleanliness in ward rooms (sheets, floor), lab and pharmacy within the hospital.

Alan Akuba (2013) states that the indicators of selecting hospital are: the availability of indication board of rooms, cleanliness, beauty and tidiness, comfortable bed, comfortable room toilet, medic performance, and adequate medical equipment. While there 3 indicators used in this research namely proper bed, proper toilet room, and adequate medical equipment. This research assumes that physical evidences influence patients’ decision to choose Bengkulu regional general hospital, thus the hypothesis in this research is as follow:

H1: Physical evidence influence patients’ decision in selecting hospital.

Price

One of Independent variables used in this research is price. According to Umar (2000), price is a value exchanged by consumer for the benefit gained from an product or service where the total value is set between the seller and buyer as bargain or can be set by the sellers only as fix price to all customers. Price as an element of the marketing mix requires special attention. One of themas insist that the price, unlike other marketing elements, affects on the income of consumers(Hustic and Greguree, 2015). Sharma (2008) states that price is the amount of money paid on product or service as the return. Price is one of marketing mix elements which affecting customer buying decision the most, as the result of the research, travel agents can retain existing customers by offering and attractive and competitive price and by giving special discounts (Satit et al 2012).

According to Kenesei and Tood (2003), price is the cost determined by the buyer and is essential element in decision making. While Kotler and Amstrong (2008) believe that price indicators concern on affordable price, the match of price and product quality, price competitiveness, the match of price and benefit. This research used 3 indicators namely: the affordable price, the match of price and product quality, and price competitiveness. This study assumes that price influences patients’ decision in selecting hospital, thus the hypothesis is as follow:

H2: Medicine price influences on patients’ decision in selecting hospital.

Administrative Service

Administrative service in hospital is one kind of public services. People and patients need qualified administrative service for satisfaction. According to Kotler (2009) services are any profitable acts in a set or unity, offering satisfaction though the result is attached in a form of physical product. Hasibuan(2008) defines it as a form of services given by one party to other parties with hospitality and good etiquette to meet the needs and satisfaction of the recipients. Providing service in public sector are more complex because it is not only a matter of meeting the standard needs but also finding out the stated
needs, setting the priorities, and allocating public resources (Gowan et al, 2001).

Public services based on KEPMENPAN No. 63 of 2004 concerning on the guidelines of
services provided by public services institutions to meet the customers’ needs or to implement
constitution regulations. The nature of public services is to give a prime service to society as the
responsibility of government. The indicators of public services in this research are 3 out of 14
regulation stated in MENSAN Decree No. 63/KEP/M.PAN/7/2003 concerning on public
services guidelines including services procedures, services requirements, and clarity of services
officers. This research assume that administrative service influences the patients’ decision in
selecting hospital, thus the hypothesis is as follow:
H3: Administrative service influences the patients’ decision in selecting hospital.

Doctors’ Quality

According to the previous research (Sari,P.C.,2013), the quality of doctors has positive
and significant influence to taking treatment decision. One of doctors’ responsibilities is to give
medical services based on profession standard and operational standard procedures, and also
patients’ medical needs (UU No. 29 of 2004). Doctors are obligated to cure patients based on
their profession standard and knowledge.

Azrul (1996) stated one of basic requirement to decide the well services is the quality
based on patients’ point of view towards the services given. Doctors’ quality is one strong
quality of health services to create patients’ perception regarding to services offered by the
hospital. The quality of doctors becomes one of considerations for patients in selecting the
hospital for health treatment. Doctors shall master the communication skill in handling the
patients.

It is important for doctors to build patients’ confidence to cure. The effectiveness of
interpersonal communication of a doctor could influence the patients’ satisfaction. Patients
judgment is based on many factors such as the waiting period for doctors giving treatment,
precise explanation on patients’ illness and complaints, handiness in services, diagnosis
accuracy on patients’ health problem and further treatment. Indicators of doctors’ services
(paramedic) include the quick response in handling patients’ complaint, reliable paramedic on
any responsibility regarding to the guarantee, reliable paramedic in handling patients’ complaint,
and full attention on patients’ needs (Alan Akuba, 2013).

According to the research of Dubey P. And Sharma (2013) the indicators of doctors’
quality are: 1) the patients will visit hospital that has quality specialist doctor for their treatment;
2) doctors’ approach as the vital role in patients’ repetition visit to hospital. This research used 3
indicators namely: doctors’ quality, quick response Paramedic in handling patients’ complaint,
and full attention on patients’ needs. This research assume that doctors’ quality influences the
patients’ decision in selecting hospital, thus the hypothesis is as follow:
H4: Doctors’ quality influences the patients’ decision in selecting hospital.
Thinking Framework

Based on the previous studies, then the thinking framework of this research can be described as follow:

```
<table>
<thead>
<tr>
<th>Information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>Purchases Decision</td>
</tr>
<tr>
<td>X₁</td>
<td>Tangible</td>
</tr>
<tr>
<td>X₂</td>
<td>Medicine Price</td>
</tr>
<tr>
<td>X₃</td>
<td>Administrative Service</td>
</tr>
<tr>
<td>X₄</td>
<td>Doctors Quality</td>
</tr>
<tr>
<td></td>
<td>Influence</td>
</tr>
</tbody>
</table>
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RESEARCH METHODOLOGY

Research Design

This is an explanatory study that describes the causal relationship by testing the influence of independent variables on dependent variables through quantitative descriptive analysis.

Population and Sampling

Population in this research was all patients or patients’ relatives who use in-patient facilities in Bengkulu regional general hospital. The samples were several patients or patients’ relatives who use in-patient facilities in Bengkulu regional general hospital. The total samples were 151 respondents. Sampling method used Accidental Sampling Techniques.

Data Collection Method

Data collection method used in this research was questionnaire. The questions in questionnaire were made based on LinkertScale from the questions given to the respondents, namely:

a. for the most disagree answer, score = 1
b. for disagree answer, score = 2
Validity Test

Validity test is used to measure the validity of a questionnaire (Ghozali, 2005). A questionnaire is valid if it could reveal something that could be measured by the questionnaire itself. The result of the validity could be seen through the output of Alpha Cronbach in Corrected Item–Total Correlation.

Compare the value of Corrected Item – Total Correlation with the value of r table computation. If r test > r table and positive score, then the statement or indicator is valid (Ghozali, 2005). The value of r test (Corrected Item–Total Correlation) from each indicator of purchasing decision (selecting decision), physical evidences, medicine rate, administrative service and doctors’ quality can be seen in Table 1. All the values are higher than r table with significance of 5% (0.159) then it can be concluded that all indicators of variables in this research are valid.

Table 1.
Validity test for indicators

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Corrected Item Total Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSUD has been stable</td>
<td>0.597</td>
</tr>
<tr>
<td>Always choose RSUD</td>
<td>0.537</td>
</tr>
<tr>
<td>Give recommendation</td>
<td>0.417</td>
</tr>
<tr>
<td>Proper beds</td>
<td>0.522</td>
</tr>
<tr>
<td>Proper toilets</td>
<td>0.424</td>
</tr>
<tr>
<td>Responsive staff</td>
<td>0.429</td>
</tr>
<tr>
<td>The capability of medical staff</td>
<td>0.243</td>
</tr>
<tr>
<td>Responsive of medical staff personal</td>
<td>0.577</td>
</tr>
<tr>
<td>The highly care of medical staff</td>
<td>0.317</td>
</tr>
<tr>
<td>Adequate medical equipment</td>
<td>0.589</td>
</tr>
<tr>
<td>Affordable medicine</td>
<td>0.580</td>
</tr>
<tr>
<td>Medicine rate first the quality</td>
<td>0.524</td>
</tr>
<tr>
<td>Ready stock medicine</td>
<td>0.483</td>
</tr>
<tr>
<td>Easy service procedure</td>
<td>0.877</td>
</tr>
<tr>
<td>Simple service requirement</td>
<td>0.877</td>
</tr>
<tr>
<td>Responsive staff</td>
<td>0.429</td>
</tr>
<tr>
<td>The capability of medical staff</td>
<td>0.243</td>
</tr>
<tr>
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</tr>
<tr>
<td>The highly care of medical staff</td>
<td>0.317</td>
</tr>
</tbody>
</table>

Source: SPSS outcome of own data

Reliability

Reliability is an instrument to test the questionnaire as the indicator of variable or construct (Ghozali, 2005). The instrument to test reliability is Alpha Cronbach. A variable is reliable if the value of Alpha Cronbach> 0.60 = reliable, the value of Alpha Cronbach< 0.60 = not reliable. The values of Alpha Cronbach of each variable can be seen in Table 2, where all value > 0.60, then it can be concluded that all variables are reliable.
Table 2.
Reliability Test for Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Not Items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Decision</td>
<td>3</td>
<td>0.698</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>3</td>
<td>0.666</td>
</tr>
<tr>
<td>Medicine Price</td>
<td>3</td>
<td>0.707</td>
</tr>
<tr>
<td>Administrative Services</td>
<td>3</td>
<td>0.841</td>
</tr>
<tr>
<td>Doctor Quality</td>
<td>3</td>
<td>0.620</td>
</tr>
</tbody>
</table>

Source: SPSS outcome of own data

Analysis Method

\( t \) test

\( t \) test aims to test (hypothesis) whether each independent variable influence the dependent variable with \( \alpha = 0.05 \).

To accelerate the data analysis, then the computer application of Package for the Social Science (SPSS) 22.0. version is used in this research.

Result of Hypothesis Test

Data that had been through validity and reliability test was then proceeded to test the hypothesis by a \( t \) test, and the result for this \( t \) test can be seen in Table 3, as follow:

Table 3.
Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.251</td>
<td>1.255</td>
<td>1.793</td>
<td>.075</td>
</tr>
<tr>
<td>TG</td>
<td>.315</td>
<td>.072</td>
<td>.339</td>
<td>.000</td>
</tr>
<tr>
<td>RF</td>
<td>-.096</td>
<td>.167</td>
<td>-.067</td>
<td>.567</td>
</tr>
<tr>
<td>KY</td>
<td>.283</td>
<td>.089</td>
<td>.269</td>
<td>.002</td>
</tr>
<tr>
<td>MY</td>
<td>.336</td>
<td>.185</td>
<td>.236</td>
<td>.072</td>
</tr>
</tbody>
</table>

Source: SPSS outcome of own data

From Table 3. The result of hypothesis test is as follow:

Hypothesis 1: Physical evidence influences significantly on purchasing decision (selecting decision). The result obtained \( t \) value of 4.388 with significance of 0,000 (0,000 < 0,005).

Hypothesis 2: Medicine rate does not influence on purchasing decision (selecting decision). The result obtained \( t \) value of -0.574 with significance of 0,567 (0,567 > 0,005).

Hypothesis 3: Administrative service influences significantly on purchasing decision (selecting decision). The result obtained \( t \) value of 3.195 with significance of 0,002 (0,000 <0,005).

Hypothesis 4: Doctors’ quality does not influence on purchasing decision (selecting decision). The result obtained \( t \) value of 1.814 with significance of 0,072 (0,072 > 0,005).

RESULT AND DISCUSSION

The discussion concerns on the test of hypothesis mentioned in the objective of this article.

1. Physical evidence influences on purchasing decision/selecting decision

The result of test in this article proves that Physical evidence influences purchasing decision...
which means that the better physical environment the greater effect influencing purchasing decision. This finding is in line with the theory of Singht and Shah (2011) that infrastructure is a dominant factor influencing in selecting hospital. Verderber and Reuman (1987) find that the change and additional quantity of health facilities, physical and social environment influence patients in selecting hospital. Based on the theories and findings in this article, it is suggested to Bengkulu regional general hospital to improve the physical evidences such as proper bed condition matched to the price offered which apply the same to the low class facilities. It is also important to pay attention to the condition of room toilet. Patients will feel comfort and cozy to take treatment in this hospital and as well influence patients’ confident to recover. Adequate medical equipments are also important to influence patient to get service and treatment, thus the improvement covers both quantity and quality of medical equipment. The complete medical equipment is expected to ease the illness diagnosis process.

2. Medicine rate does not influence on purchasing decision (selecting decision)
This article indicates that Medicine rate does not influence on purchasing decision (selecting decision), which means that the more expensive or cheaper rate of medicine will not influence purchasing decision. This research is contradicted to the study of Bahadori et al (2012) that price is one of factors influencing the purchase of medical equipment. Patients who get treatment in Bengkulu regional general hospital never complain on medicine rate sold or patients have to pay, all they expect is just the recovery from their illness through the treatment in Bengkulu regional general hospital. Most of patients in Bengkulu regional general hospital use government insurance (BPJS) with the total patients of 12.338 (89,48%) of total visits. This insurances (BPJS) has covered the medicine cost, thus the patients don’t have to pay more medicine anymore.

3. Administrative service influences on purchasing decision (selecting decision)
The result of this research concludes that Administrative service influences purchasing decision which means that the better administrative services will influence purchasing decision (selecting decision). Administrative service is one of public services which never been investigated in previous studies. The previous study only investigated public services related to society satisfactory and the influence of service quality dimension and service quality. According to Itumalla et al (2014) administrative service has a significant effect on inpatients service quality. The correlation between service dimension and service quality in public services as it is suggested by Maurtarian (Munhurrun et al, 2010). Administrative service in hospital shall be qualified to meet patients’ satisfaction to influence them to choose that hospital. It is suggested that Bengkulu regional general hospital to improve the quality of Administrative service that is still low.

4. Doctors’ quality does not influence purchasing decision (selecting decision)
The result of this research shows that Doctors’ quality does not influence purchasing decision, which means that the better quality of doctors does not influence purchasing decision. This finding is contradicted the result of the previous study of Khudori (2012) that believes on the existing correlation between doctors’ services and the decision to choose the maternity hospital in Bintaro IMC hospital. Patients who get treatment in Bengkulu regional general hospital use government insurance (BPJS) of 89,48% of total visits. This insurance (BPJS) has covered doctors’ cost so the patients do not have to pay in every treatment visit. This makes patients do not pat attention to doctors’ quality but only hope to recover soon and accept everything offered by Bengkulu regional general hospital.
CONCLUSION
Physical evidence influences on purchasing decision/selecting decision Bengkulu regional general hospital, thus the quality of physical evident/tool in Bengkulu regional general hospital need to be improved. Medicine rate does not influence on purchasing decision (selecting decision) Bengkulu regional general hospital, although it show not to take any effect, the supply of medicine in Bengkulu regional general hospital has to be equipped and plentifull. Administrative service influences on purchasing decision (selecting decision) Bengkulu regional general hospital, the quality of the administration service in Bengkulu regional general hospital need to be improved. Doctors’ quality does not influence purchasing decision (selecting decision) Bengkulu regional reguler hospital, Although it show not have any effect the quantity and quality of the doctors in Bengkulu regional general hospital need be improved.

LIMITATION OF THE RESEARCH
There is limitation in this research, theoretically there are many factors influencing the decision in selecting hospital. Due to the limited time, fund and human sources, then the variables in is research are based only on the needs of the research.

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