Influencing Patient Decision Making Behavior in Choosing Outpatient Services at Hasanuddin University Hospital

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ABSTRACT

The field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to meet needs and the impact these processes have on consumers and society. This study aims to explore the key variables of patient behavior that influence patient decision making in choosing outpatient services at Hasanuddin University Hospital Makassar. The type of research conducted is quantitative research using a phenomenological study approach using in-depth interviews, document review, and direct observation. Furthermore, data analysis was carried out with the stages of reducing data, presenting results, and drawing conclusions. The sample in this study was the Outpatient Internal Polyclinic at Hasanuddin University Hospital Makassar with a total of 20 informants. The results showed that from the patient's behavioral factors, 8 keys were obtained as factors that influenced patient decision making in choosing outpatient services at UNHAS Hospital, namely: (1) Groups and Social Networks, (2) Beliefs and Attitudes, (3) Perception, (4) Family, (5) Learning, (6) Work, (7) Economic Situation, and (8) Motivation. It is recommended for hospital management to maintain the equity value that has been owned and should evaluate the market demand for health services from time to time.

Keywords: Consumer Behavior, Purchase Decision, Outpatient Service

I. INTRODUCTION

The hospital is a service industry that is labor intensive, capital and technology intensive. The focus of the hospital is to provide quality services to patients in accordance with existing standards, so every hospital needs to try to maintain and improve the quality of its services. The target market includes patients and families, communities, doctors, medical personnel, hospital staff, and stakeholders. The quality of hospital services has two components, namely compliance with predetermined quality standards and fulfillment of customer satisfaction. Improving the quality of health services can be started by evaluating each of the elements that play a role in shaping patient satisfaction [1].

It is revealed that ten factors that influence hospital patient selection decisions are: basic facilities, reputation and quality, buildings and infrastructure, convenience and affordability, personal substance (experience), service responsiveness, recommendations and suggestions, clinical support, privacy and information sharing and various services [2]. The environment in which services are provided has been shown to influence hospital choice decisions, including the quality of medical staff, emergency care and treatment, range of services, modern equipment, doctor-patient relationship, courteous employees, favorable environment, previous use of the hospital, cost of care and availability of private rooms. Various studies show that hospital choice decisions are more related to the ease of administrative procedures, service quality, hospital image, treatment costs, individual recommendations, waiting time for office visits and health insurance coverage.

Hasanuddin University Hospital is a type B referral hospital, as well as one of the teaching and research hospitals located in Makassar City, South Sulawesi. Hasanuddin University Hospital which hereinafter will be referred to as RS. UNHAS was developed as an environmentally friendly hospital, namely a hospital that can create a friendly, comfortable, cool, energy saving environment and develop sophisticated information technology in carrying out its services.
Based on initial data obtained from RS, UNHAS obtained data on total patient visits in outpatients in the last three years (2017-2019) which experienced a rapid increase of 14.6%. Seen in 2017 amounted to 103,590, decreased in 2018 to 102,849, then there was a rapid increase to 119,053. This shows the superiority of the hospital as a health service in meeting market needs.

However, if the data on the types of new patient visits in outpatient visits in the last three years is hacked, it shows a decrease in visits to new outpatients, namely -13.4% from 2017 to 2019. Meanwhile, in different conditions, visits to old patients have increased drastically from 2015. 2017-2019 increased by 23.0%. In this case, we do not turn a blind eye to the data of old patient visits in the same period experiencing an increase. So that we are able to see the level of loyalty of the old patient as seen by the increase in repeated use by the old patient.

Based on the problem data base that has been explained, it is considered important to study the advantages of RS. UNHAS related to the key factors that influence patient choice in choosing hospital services, especially in this study, outpatient services at the hospital. UNHAS. (Lane and Lindquist, 1988) argue that the hospital choice factor is a service feature that patients consider when choosing one hospital over another.

II. LITERATURE REVIEW

Buying Decision

Purchasing decisions according to consumers' understanding of the wants and needs for a product by assessing existing sources by setting purchase goals and identifying alternatives so that decision makers to buy are accompanied by behavior after making a purchase.

Purchasing decision is the stage in the buyer's decision-making process where the consumer actually buys [3]. Purchase decision is one of consumer behavior. Understanding of consumer behavior includes an understanding of the actions that consumers take directly in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions [4].

Buying Decision Process

Purchasing decision is the stage in the buyer's decision-making process where the consumer actually buys. Purchase decision is one of consumer behavior [3]. Understanding of consumer behavior includes an understanding of the actions that consumers take directly in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions [4].

In general, consumers follow a process or stage in decision making. There are five stages in making a purchasing decision, namely [4]:

- Problem Recognition
- Information Search
- Evaluation Of Alternatives
- Purchase Decision
- Post Purchase Behavior

Figure 1 Buying Decision Process

Source : [5]

Consumer Behavior

Purchasing decisions made by consumers are influenced by various factors. These factors can be different for each different buyer, in addition to the product purchased and the time of purchase is different. Buyer characteristics are influenced by cultural, social, personal and psychological factors.

1. Environmental forces that include (a) culture, (b) sub-culture, (c) social class, (d) reference group, (e) family, (f) situational factors, (g) values, norms, and social roles, (h) marketing mix variables, and

2. Individual factors that include: (a) perception, (b) motivation, (c) information processing, (d) spending, (e) attitudes and beliefs, (f) personality, (g) experience, (h) self-concept.

In addition to being influenced by all these factors, the buying decision taken by the buyer undergoes a process within a certain period of time. A model of consumer behavior can be described in which environmental forces influence the consumer buying decision process through individual factors. In other words, environmental forces affect individual factors first, then individual factors influence the buying decision process starting from problem recognition to post-purchase evaluation.
III. METHODS

Research Location and Design
This research was conducted in RS. Hasanuddin University, Makassar City. This type of research is qualitative research using phenomenology studies.

Population and Sample
The population in this study were all outpatients at Hasanuddin University Hospital. Purposive sampling technique with snowball method was used to recruit a heterogeneous group of outpatients. So that the number of samples to be used is not limited and adjusted to the development of the results of interviews conducted with Infomantts. Determination of sample size in qualitative research does not need to be too large, because it will make it difficult to extract too much data.

Method of Collecting Data
The method used in this study is to use in-depth face-to-face interviews with a duration of 20-45 minutes based on the level of interest and participation of the Infomantts, conduct document reviews and direct observations. The instrument for this research was the researcher himself who used interview guides, observation sheets, documentation tools (voice recorder and camera) and field notes.

Data Analysis
The data analysis technique in this study followed the directions of Miles and Huberman in Moelong (2007) which went through three paths as follows: 1. Data reduction, namely by sorting, destroying, simplifying, abstracting, and transforming the existing rough data found in the field, selecting and grouping data, and discarding unnecessary data. Next 2. Presentation of data in the form of brief descriptions, charts, relationships between categories, which is most often used to present data in qualitative research is narrative text. And finally 3. Drawing conclusions is to look for specific meanings or things to be appointed as a causal path.

Research Ethics
The ethical principles that researchers must consider in conducting research are: Autonomy, Beneficence, Anominity, and Justice. The research code of ethics has been approved and recommended by the Ministry of Education, Culture, Research and Technology, Hasanuddin University.

IV. RESULTS

Respondent Distribution

Table 1: Infomant Criteria Based on Infomant Status, Demographic Information, Type of Payment, Type of Visit and Number of Visits

<table>
<thead>
<tr>
<th>Infomant Status</th>
<th>Sex</th>
<th>Age</th>
<th>Education</th>
<th>Domicile</th>
<th>Employment</th>
<th>Income</th>
<th>Type of Payment</th>
<th>Type of Visit</th>
<th>Total Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>I1 Patient</td>
<td>Femal e</td>
<td>47</td>
<td>High School</td>
<td>Makassar</td>
<td>Entrepreneur</td>
<td>Rp.1.500.000</td>
<td>BPJS</td>
<td>Old</td>
<td>4</td>
</tr>
<tr>
<td>I2 Patient</td>
<td>Male</td>
<td>75</td>
<td>Elementary School</td>
<td>Makassar</td>
<td>Businessman</td>
<td>Rp.25.000.000</td>
<td>BPJS</td>
<td>Old</td>
<td>9</td>
</tr>
<tr>
<td>I3 Patient</td>
<td>Male</td>
<td>60</td>
<td>High School</td>
<td>Pare-Pare</td>
<td>Entrepreneur</td>
<td>Rp.8.000.000</td>
<td>BPJS</td>
<td>Old</td>
<td>2</td>
</tr>
<tr>
<td>I4 Patient</td>
<td>Femal e</td>
<td>50</td>
<td>Junior School</td>
<td>Makassar</td>
<td>House Wife</td>
<td>0</td>
<td>BPJS</td>
<td>Old</td>
<td>&lt;10</td>
</tr>
<tr>
<td>I5 Patient</td>
<td>Femal e</td>
<td>32</td>
<td>Diploma</td>
<td>Selayar</td>
<td>Nurse</td>
<td>Rp.3.000.000</td>
<td>BPJS</td>
<td>Old</td>
<td>6</td>
</tr>
<tr>
<td>I6 Patient</td>
<td>Femal e</td>
<td>51</td>
<td>Elementary School</td>
<td>Poliwal Mandar</td>
<td>House Wife</td>
<td>0</td>
<td>BPJS</td>
<td>Old</td>
<td>8</td>
</tr>
<tr>
<td>I7 Patient</td>
<td>Femal e</td>
<td>59</td>
<td>Elementary School</td>
<td>Makassar</td>
<td>House Wife</td>
<td>0</td>
<td>BPJS</td>
<td>Old</td>
<td>&lt;10</td>
</tr>
<tr>
<td>I8 Patient</td>
<td>Femal e</td>
<td>28</td>
<td>Collage Student</td>
<td>Makassar</td>
<td>Collage Student</td>
<td>0</td>
<td>BPJS</td>
<td>Old</td>
<td>7</td>
</tr>
</tbody>
</table>
Based on predetermined criteria, saturated data was obtained from all questions through direct interviews with internal patients in outpatient services at Hasanuddin University Hospital. The Informants in this study were obtained as many as 20 patients who were willing to provide information to obtain saturated data.

Factors That Influence Patient Decision

There are several questions to explore and explore the behavior of patients in making decisions about choosing Outpatient services at RS. UNHAS, including: 1. What was your previous perception or description of the services at RS. UNHAS when you first served here?, 2. What were these perceptions? influence you to perform treatment at the next outpatient service at RS.UNHAS?, 3. How was your experience after doing the outpatient service at this hospital?, 4. what did you learn about the services provided by the outpatient service at RS.UNHAS? ?, 5. What is your motivation for doing outpatient services at RS. UNHAS?, 6. Are your visits always influenced by these motivations?, and 7. Are there other personal reasons that make you to do treatment in the Outpatient services? Jalan RS. UNHAS?

From the in-depth interview process, information was obtained that related to the variables that affect patient behavior in choosing outpatient services at UNHAS Hospital. Thus, the researchers found 16 Informants who said that there were factors from the patient's behavioral variables that influenced their decision making in choosing outpatient services at UNHAS Hospital. then the Scheme is arranged as follows:

<table>
<thead>
<tr>
<th>I9</th>
<th>Patient</th>
<th>Gender</th>
<th>Age</th>
<th>Education</th>
<th>Occupation</th>
<th>Income</th>
<th>Scheme</th>
<th>Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>I10</td>
<td>Patient Family</td>
<td>Female</td>
<td>54</td>
<td>Junior School</td>
<td>Farmer</td>
<td>Rp.1,500,000</td>
<td>BPJS</td>
<td>New</td>
</tr>
<tr>
<td>I11</td>
<td>Patient Family</td>
<td>Female</td>
<td>43</td>
<td>High School</td>
<td>Entrepreneur</td>
<td>Rp.1,000,000</td>
<td>BPJS</td>
<td>Old</td>
</tr>
<tr>
<td>I12</td>
<td>Patient</td>
<td>Male</td>
<td>41</td>
<td>Bachelor</td>
<td>Daily Labor</td>
<td>Rp.50,000,000</td>
<td>General</td>
<td>New</td>
</tr>
<tr>
<td>I13</td>
<td>Patient</td>
<td>Female</td>
<td>32</td>
<td>Bachelor</td>
<td>State-Owned Enterprises Employee</td>
<td>Rp.7,000,000</td>
<td>Coopera</td>
<td>tion</td>
</tr>
<tr>
<td>I14</td>
<td>Patient</td>
<td>Female</td>
<td>21</td>
<td>Bachelor</td>
<td>Private sector employee</td>
<td>Rp.5,000,000</td>
<td>General</td>
<td>Old</td>
</tr>
<tr>
<td>I15</td>
<td>Patient</td>
<td>Female</td>
<td>27</td>
<td>Collage Student</td>
<td>Makassar Students</td>
<td>0</td>
<td>General</td>
<td>New</td>
</tr>
<tr>
<td>I16</td>
<td>Patient</td>
<td>Male</td>
<td>25</td>
<td>Bachelor</td>
<td>Semarang</td>
<td>Private sector employee</td>
<td>Rp.4-6,000,000</td>
<td>Coopera</td>
</tr>
<tr>
<td>I17</td>
<td>Patient</td>
<td>Male</td>
<td>32</td>
<td>Bachelor</td>
<td>Jakarta</td>
<td>Pegawai BUMN</td>
<td>Rp.12,000,000</td>
<td>Coopera</td>
</tr>
<tr>
<td>I18</td>
<td>Patient</td>
<td>Male</td>
<td>29</td>
<td>Bachelor</td>
<td>Makassar Entrepreneur</td>
<td>Rp.4,000,000</td>
<td>General</td>
<td>Old</td>
</tr>
<tr>
<td>I19</td>
<td>Patient Family</td>
<td>Female</td>
<td>39</td>
<td>High School</td>
<td>Maros</td>
<td>House Wife</td>
<td>0</td>
<td>General</td>
</tr>
<tr>
<td>I20</td>
<td>Patient Family</td>
<td>Male</td>
<td>46</td>
<td>Bachelor</td>
<td>Papua</td>
<td>Teacher</td>
<td>Rp.3,000,000</td>
<td>General</td>
</tr>
</tbody>
</table>
In the variable factors of patient behavior, there are several points that determine the patient's behavior in making decisions to choose, which includes Perception, Learning, Motivation, Beliefs and attitudes from the Psychology indicators; Employment, Economic situation of Personal indicators; Social groups and networks, and families of social indicators.

Table 2. Recap of Informant Answers to Patient Behavior Factor Variables

<table>
<thead>
<tr>
<th>NO.</th>
<th>FACTOR PATIENT BEHAVIOR</th>
<th>INFOMANT</th>
<th>NUMBER OF INFOMANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Perception</td>
<td>1, 6, 10, 11, 11</td>
<td>4</td>
</tr>
<tr>
<td>2.</td>
<td>Learning</td>
<td>4, 7, 11, 15</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>Motivation</td>
<td>4, 7</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>Confidence and Attitude</td>
<td>4, 7, 11, 15</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Personal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For the Patient Behavior factor, in this study it was only influenced by 3 out of 4 indicators if adjusted for the distribution of patient behavior namely Psychology, Personal, and Social, while indicators that are not included are indicators of Culture [6]. For psychological indicators, the most dominant key variables are "Beliefs and Attitudes", "Perceptions", and "Learning". Meanwhile, the Informant "Motivation" variable also revealed this variable as the reason for making the decision to choose a hospital to get health services, although few Informants had the same opinion. In the Personal indicator, it can be seen that the variables of “Employment and Economic Status” seem to contribute to the informant's decision making in choosing a hospital, although in a small amount. Finally, the Social indicator shows that the variable “Groups and Social Networks” shows a dominant result after the variables “Family” and “Beliefs and Attitudes”.

Groups and Social Networks

The most important external sources of information were relatives and outpatient nurses, followed by the Internet and information received from hospitals. What is the opinion of the Informant as follows: "If I could get a picture from friends who are both nurses there because I am also a nurse at the Selayar Hospital and they recommended it, it would be good to say here." (I5)

"There are several neighbors who happen to be doctors who work in the health department and ask for advice from several doctors they know as well and they generally recommend coming here.” (I18)

Confidence and Attitude

This belief and attitude is born from trust in service providers, trust in the services provided by the hospital, trust in doctor or hospital recommendations.

“I really want to come here because it's been around 8 years that I've been here regularly. Instead of having to move to another hospital, I have to redo my medical records, that's why it's better to just stay here because it's comfortable here too.” (I11)

Perception

In the analysis of the results of the interviews obtained data that the perception of the informants towards the UNHAS Hospital was obtained from the experiences of other people, neighbors, as well as an initial description of the services of the UNHAS Hospital, so that they made the decision to choose the services available at the UNHAS Hospital.

“I chose here because previously there were neighbors who were investigated in the same case as your father, the treatment and surgery here are good, now the eyes are good” (I10)

Family

Some informants are influenced by family decisions when making decisions to choose outpatient services at UNHAS Hospital. such as the statements of several informants regarding the decision to vote made by their families.

“Personally, it's because you have suggested coming here, so I was told to finish the service here” (I9).

“As a child, I only follow the advice of the child. Actually, at the beginning, I went to the puskesmas for treatment, only given medication and there was no change. That's why when last week it became more crowded, I immediately went to the Unhas Hospital. Mi didn't go to the puskesmas and I took a referral.” (I14)

Learning

The experience experienced by someone from an event will lead to learning. From learning, a person can make decisions in choosing to act.
"I've had treatment here, that's why I recommend noodles, this is my cousin for treatment here, too. As long as my treatment here is good ji. And what I know is that RS. UNHAS provides fast service if we are students here"(I15)

Employment

The type of work is one of the factors that influence an individual's decision to use goods and services that promote health.

"I'm looking for a hospital that cooperates with the office, and is close besides that there is no other reason and I have deliberately taken time off to check today." UNHAS is why if you are sick, you are referred here"(I16)

Economic Situation

The Economic Situation of the Informant became one of the factors in making the decision to choose the services of the Informant in this study. As the statement from the Informant stated,

"I am grateful that I can accept BPJS because I am unable to generally bear all of my treatment. For insulin only Rp. 200,000,- per pen, and I have to use 15 pens a month and here my medicine can come out smoothly without me having to think about the cost, that's why I like it here." (I11)

Motivation

Motivation is one of the factors in choosing services at RS. UNHAS. As the Informant stated,

"Initially, he only came because he was referred for an examination here, but after the treatment here, the doctor ordered him to continue his treatment here. This has been the umpteenth time, I can't count, because from the month of 10-2019 there have been regular checkups here. I have to finish taking the medicine for my disease until the doctor says stop according to the results of the examination, so I still have to come here first." (I4)

V. DISCUSSION

Patient behavior has a role in making decisions to buy a health service. The results of the study have explained several variables of patient behavior factors which are the reasons for making decisions to provide services at the outpatient polyclinic at UNHAS Hospital. In the initial information, the data that was first asked was the sociodemographic condition of the Informant. This will be a characteristic of the informants who are willing to be interviewed in this research.

The description of the characteristics of the informants involved in this study shows the influence of their interpretation on the phenomena that will be explored through the interview process. According to the researcher, the characteristics of the informant that can influence the perception of the informant in this study are age, education, income, domicile and also the number of visits. So, this is the initial data presented in this study.

This is based on research conducted. In this study, researchers investigated the factors that influence an individual's decision to use health goods and services [7]. Age, income, gender, ethnicity, education, marital status, location of residence, job characteristics play an important role in influencing the use of goods and services that promote health. Describes his findings in identifying the factors that contribute to the patient's choice of clinic and the importance of these factors [8]. The results of the study show that one of the things that will affect the patient's choice of the clinic is the patient's age, gender, and frequency of referrals (p <0.05).

In addition to the patient's behavior factor, it can be seen from the schematic on the previous page that the key variables that dominate the informant's decision making in using outpatient poly services at UNHAS Hospital have been obtained 9 variables. The variables are: 1) Beliefs and Attitudes, 2) Perception, 3) Groups and Social Networks, 4) Family, 5) Learning, 6) Insurance Use, 7) Employment, 8) Economic Situation, and 9) Motivation.
Figure 2. Veriabel Scheme Key to Patient Behavior

This is in line with research conducted who conducted qualitative research with the aim of increasing knowledge and understanding of patients' perspectives on their participation in handovers between primary and secondary care [9]. The result obtained is that patients' trust in their service providers, and the attitude of the provider is an important factor in the patient's willingness to communicate.

Patients' beliefs and experiences about healthcare organizations influence their participation. Patients who believe that their healthcare provider has all the necessary information in their medical records, either from previous receipts or from shared records, limit the information they share their medical records with with their current health care provider.

This is in line with the opinion [2] which explains the results of the study revealed that ten factors that influence patients' hospital choice decisions are: basic facilities, reputation and quality, buildings and infrastructure, convenience and affordability, personal substance (experience), service responsiveness, recommendations and suggestions, clinical support, privacy and information sharing and various services. The majority of hospital patients have previous experience with hospitals [10].

Study that assessed the factors that influence the decisions of different family members regarding the placement of relatives in long-term care facilities (LTC) in Taiwan [11]. Personal experience with hospital care is a core criterion in a patient's subsequent decision for or against the hospital and is therefore very important. Caregivers in hospitals can consistently consider this fact [10].

Patient insurance programs are another factor that leads them to certain health care settings. In this case, the cost of service is the main reason for choosing public and semi-public hospitals. The same thing was expressed by Widhadiningrat in Khudori in Fauzia (2014) which stated that the factor of financial condition in the family affects a mother in the family, especially pregnant women to get a healthy pregnancy.

In research conducted that socio-demographic and health factors play an important role in influencing the use of health-promoting goods and services [7]. The type of work is one of the factors that influence an individual's decision to use goods and services that promote health. There were also factors that would justify the choice in choosing to be influenced by greater satisfaction and motivation, because they felt they found a provider that matched their personal preferences [12] [13].

VI. CONCLUSION AND SUGGESTION

From the patient's behavioral factors, 8 key variables were obtained, namely: Perception, Learning, Motivation, Beliefs and Attitudes from Psychological indicators; Employment and Economic Situation of Personal indicators; Social groups and networks, and families from social indicators as factors that influence patient decision making in choosing outpatient services at UNHAS Hospital. Cannot determine only one factor or one variable from many
factors or variables as key factors and variables in choosing outpatient services at UNHAS Hospital. Because the reason they visit is influenced by various variables from patient behavior factors.

It is recommended that hospital management should continue to evaluate market needs for health services from time to time because the condition of patient behavior and external factors from the hospital will greatly affect the internal conditions of the hospital and the needs and interests of patients. For further researchers, it is hoped that they will be able to conduct in-depth research on each factor with a larger number of samples, more varied types of population, or by adding more types of research methods. So with this it can increase the information stronger to prove the relationship of each factor to patient visits.

REFERENCES