FACTORS AFFECTING THE REUSE OF HEALTH SERVICES AT PERMATA MEDIKA HOSPITAL, KEBUMEN

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ABSTRACT

The challenges faced by the hospital are the consumer or patient, high expectation of better and excellent services. They used to be "treated" by another goods and services industry that primarily focused on customer satisfaction. This study aims to analyze the factors affecting the reuse of health care services on PermataMedika Hospital, Kebumen. The mixed methodology was applied in this research. The research population includes all visiting the patient in August 2019. The quantitative method adopted simple random sampling with an online and paper-based questionnaire. Furthermore, the quantitative methods adopted purposive sampling. The quantitative method resulted in a total of 85 samples. Ten interviewees have chosen to be a qualitative descriptive approach sample that consists of five BPJS patients who utilize the service and five health workers on the location. The BPJS patient was observed, documented, and interviewed. The data analysis used Structural Equation Modeling, with Partial Least Square as its analysis tools. This research present that predisposing factors, reinforcing factors, and enabling factors partially and simultaneously impacted the reuse of health care service in PermataMedika Hospital, Kebumen. Furthermore, some predisposing, reinforcing, and enabling factors have been put as the hospital concerns. The hospital has managed it, and some effects have been felt by the BPJS patient and doctors. Additional improvement related to facilities (parking spaces) and the addition of specialist doctors is a sort of BPJS patient suggestion. The information flow, workers empathy, and referral patientfeedback provided, and others facility is good enough.

Keywords: reuse of health care service, predisposing factors, reinforcing factors, enabling factors

I. INTRODUCTION

Each country strives to provide the best health facilities and services. Health is included in indicators for increasing and measuring the level of prosperity of a nation. Availability of affordable health services, value, and form for the entire community is the goal of development and enhancement in this sector.

Health payment is a crucial problem of comprehensive health services in Indonesia. Realizing that health services as a necessity for every citizen and health financing are one of the obstacles, the government seeks from time to time to produce programs that can improve overall health services. One of the programs organized by the Government of Indonesia is the National Health Insurance (JKN) program. Along with the commencement of JKN as of January 1, 2014, all health insurance programs performed by the government (Askes PNS, JPK Jamsostek, TNI, Polri, and Jamkesmas) integrated into one Health Social Security Administration (BPJS Kesehatan).

Government support in health services encourages the use of hospitals or other health facilities. Therefore hospitals should conduct a study of effectiveness levels, as a benchmark for future developments in directing customer satisfaction and guiding to reuse the services. According to Sugiyono et al. (2014), utilization is an activity of utilizing services by a group of people and individuals. In practice, certain shortcomings need to be labeled to improve the care provided in the clinics. These are the obstacles to utilization. These deficiencies (such as electricity and water, lack of primary work equipment, and inappropriate staff structure) are needed to be addressed by local government health departments to ensure utilization and development of service quality (Umunna, 2012).
Many previous research have conducted related to the factors of health service utilization. According to Andersen et al. (1975) predisposing, enabling, and need factor are the main three factors. Predisposing factors, namely age, gender, religion, occupation, and education have the least significant role in utilizing health care services (Howlader et al., 2019). Irawan&Ainy's (2018) study found that specific factors (age, gender, and views on JKN) are factors that intersect with the utilization of health services. Besides, age, sex, marital status, family size, and education level were significant predictors of health service utilization (Li et al., 2016). The enabling factor is the possibility factor to consuming the healthcare services. This condition includes sufficient patient income, affordability and travel time to the hospital, adequate hospital infrastructure and facilities, and available health workers. Travel time to the nearest health facility was associated with the utilization of doctor visits, and expenditure on health care was an enabling factor for hospitalization (Li et al., 2016). The need factor is a factors that drive the need for the utilization of health services for each individual. Studies in Bangladesh need factors (chronic disease, disability, childhood illness, and elderly parents) to play an important role in utilizing health care services. (Howlader et al., 2019).

Furthermore, there are reinforcing factors. The reinforcing factor includes the insurance ownership, the service quality, the health workers competency and behavior, also the community or religious leaders. Research on attitudes, subjective norms, and perceived behavioral control on the use of advanced inpatient services for BPJS participants (Wardani, 2018). Factors that influence the utilization of health care services can also be seen from the availability of trained personnel, staff attitudes, waiting for time, and availability of diagnostic services (Otovwe& Elizabeth, 2017).

The factors influenced the utilization of health services and hospital must aware of their utilization or efficiency rate. BOR (Bed Occupancy Rate) is an indicator of the level of hospital efficiency. BOR is the percentage of bed usage in a specific unit. This indicator provides an overview of the high and low levels of utilization of hospital beds. The ideal standard for bed usage rate (BOR) is 60-80%. It means that a hospital is said to have been put to good use by the community if the number of beds available for use reaches 60-85% (Jumriati& Habibi, 2020).

BOR data at PermataMedika Hospital, Kebumen, shows monthly data ranging from 56.4% to 83.2%. The details are that there are four months whose data is below the ideal limit of BOR, which is less than 60% in January, August, September, and October with successive values of 56.3%, 57.6%, 57.2%, and 58.8 %. Based on these data, the bed usage has fluctuated, which indicates that the utilization of services in hospitals is still not optimal. This fluctuation could be provoked by several factors, including patient/community factors, health workers, and hospital services.

Based on the description of the phenomenon of the BOR fluctuation of PermataMedika Hospital, Kebumen, the authors decided to carry out further research related to predisposing factors (demographics, social structure, trust), reinforcing factors (service quality, staff competence, staff behavior, service speed) and enabling factors (information, service procedures), on hospital utilization.

II. METHODOLOGY

This research utilizes a mixed method. Mixed methods research is a combination research method combining quantitative methods with qualitative methods that are used together in a research activity so that more comprehensive, valid, reliable, and objective data are obtained (Sugiyono, 2017). The Mix Method Design Model is as follows:
Desain Mix Method Model, (Sugiono, 2017)

The population included all visitor patient in PermataMedika Hospital in August 2019. The sampling technique for quantitative analysis in this study used simple random sampling, which is the technique of taking samples from members of the population that was carried out randomly without paying attention to the existing strata in the population based on previously known characteristics or characteristics of the research population.

The respondents have willing to fill the questionnaire by Google Form or paper-based. Proportional sampling calculated using the following formula:

\[ n = \frac{Z^2_{1-\alpha/2}P(1-P)N}{\delta^2(N - 1) + Z^2P(1-P)N} \]

Explanation:

- \( n \) = Total Sample
- \( Z_{1-\alpha/2} \) = Standard normal value (1.96) according to the 95% significant level
- \( P \) = Proportion to the estimated maximum sample size (0.5)
- \( N \) = Population amount
- \( \delta \) = Degree of error (0.1)

Based on this formula, 80 respondents were found for quantitative sample. The number of samples of First Level Health Facilities is the number of clinic and family doctors in the Kebumen sub-district, namely 3 (three) clinic, and 12 (twelve) family doctors. The samples obtained after the study were 85 respondents. The instrument used to measure the variables of this study used a Likert scale 4. With a description of the answers as follows:

SB (Very Good): If the respondent thinks the statement is very good, it is by the respondent's condition

B (Good): If the respondent thinks the statement is good, it is according to the respondent's self-regulation

C (Enough): If the respondent thinks the statement is sufficient, it is by the respondent's condition

K (Less): If the respondent thinks the statement is sufficient, it is by the respondent's condition.

The validity and reliability test was conducted by researchers using 85 respondents. The validity test used in this study is the Pearson Product Moment test using SPSS.

The qualitative sampling technique used in this study was purposive sampling. According to Notoatmojo (2015), purposive sampling is sampling with several considerations by the researcher. A total of 10 informants consisting of five BPJS patient informants who have used health services at Permata Medika Hospital and five informants for health workers at Permata Medika Hospital, Kebumen. This descriptive qualitative method is followed by observation, documentation, and in-depth interviews with BPJS patients who have used health services and officers at Permata Medika Hospital.

The results of this method will be concluded based on the interview data, that has conducted between the authors and the research sample, and authors observation.

III. RESEARCH RESULT

a) Outer Model Testing
b) Convergent Validity Testing

The measurement model or outer model with reflective indicators is evaluated by the needles' convergent validity and discriminant validity. Based on Table 2. The value of the outer loading is bigger than (>0.70. So, it can be stated valid and continue to the next analysis.

c) Composite Realiability Testing

The analysis result on Table 3. reveals that the composite reliability on all construct, with each variable, exceed the minimum value (0.70). The number exhibits the high consistency and stability of the instrument applied. In other words, We can conclude that the instrument reliability is met.

d) Inner Model Testing (Structural Model)

1. The Effect of Prediposing Factors on the Reuse of Permata Medika Hospital Services, Kebumen,

The PLS approach's testing result produced the coefficient value of the influence of predisposing factors on the reuse of health services at Permata Medika Hospital, Kebumen, with a significance 0.008 (p-value < 0.05). Based on t-statistical as much as 2.673, where greater than 1.96 t-table, indicates to reject Ho and confirm Ha. So,
the hypothesis statement of "The positive influence of predisposing factors on the reuse of health services at Permata Medika Hospital, Kebumen" is proven.

2. The Effect of Reinforcing Factors on the Reuse of PermataMedika, Kebumen Hospital Services.

The PLS approach's testing result produced the coefficient value of the influence of reinforcing factors on the reuse of health services at PermataMedika Hospital, Kebumen with a value of 0.013 (p-value < 0.05). Based on t-statistical as much as 2.483, which is greater than 1.96 t-table, it indicates to reject Ho and confirm Ha. So, the hypothesis statement of "The positive influence of reinforcing factors on the reuse of health services at PermataMedika Hospital, Kebumen" is proven.

3. The Effect of Enabling Factors on the Reuse of PermataMedika, Kebumen Hospital Services.

The PLS approach's testing result produced the coefficient value of the influence of enabling factors on the reuse of health services at PermataMedika Hospital, Kebumen with a value of 0.011 (p-value < 0.05). The t-statistical test as much as 2.557, which is greater than 1.96 t-table, indicates rejecting Ho and confirm Ha. So, the hypothesis statement of "The positive influence of enabling factors on the reuse of health services at PermataMedika Hospital, Kebumen" is proven.

4. The Effects of Perdisposing Factors, Reinforcing Factors, Enabling Factors to the Reuse of PermataMedika Hospital Services, Kebumen.

The inner model is a test of the structural model by studying at the R-Square as a fit model test. The R-Square value shows the influence or contribution to the dependent variable. The analysis results tell an effect of predisposing, reinforcing factors, and supporting elements on the reuse of health services at Permata Medika Hospital, Kebumen, with a significant value of 0.000 <0.05. The R-square value for the health service reuse variable is 0.900. It means that the reuse of health services by predisposing factors, reinforcing factors, and supporting aspects is 0.90%.

f) Qualitative Analysis

The author decided to interview five BPJS patients and five hospital doctors to find out more about the use of health services at Permata Medika Hospital, Kebumen. There are seven questions for patients and six questions for doctors.

The author and BPJS patient interviews discussed the location of health services, the BPJS services provided, the application of labor standards, areas that need to be improved, patient privacy and security, the availability of hospital infrastructure, and the performance or empathy of the hospital workforce.

Easy access to health service locations is one of the predisposing factors that can influence individuals to reuse health services. Based on the patient interviews, PermataMedika Hospital's position is quite strategic by the surrounding environment or private vehicles. On the other hand, it is still difficult to reach by using public transportation.

"I think public transportation is still difficult to reach" (patient no.4, interviewed on 4 August 2020)

Furthermore, the government wants to realize fair distribution of Indonesian health through health program programs, one of which is the BPJS. It includes enabling factors for the reuse of hospital health services. The interviews indicated that BPJS Kesehatan services at the location held optimally for BPJS patients.

"It’s optimal. BPJS patients are free of charge at all" (Patient no.1, interviewed on 4 August 2020)

To know which health workers need to provide standardized action so that hospital servants can be more optimal, the authors also ask the informants about this. As a result, three out of five BPJS patients respond that the doctors and nurses are the ones who need to improve their application of standards.

The author also asks related areas or facilities that need to be improved in the future. This is really important, considering the patient's needs are very diverse and need to be provided by the hospital in order to build interest in treatment. Some patients consider the hospital field is optimal, but some others acknowledge the need for additional specialists.
"I think it is necessary to add more specialist doctors" (Patient no.5, interviewed on 4 August 2020)

Furthermore, patient privacy and safety are also crucial considerations for reusing health services. Patient no.3 stated that maintaining patient information can support hospital health service users.

"My illness is known only to me, the doctor and nurse." (Patient no.3, interviewed on 4 August 2020)

According to patient 5, the hospital has provided safety for the patient.

"Alhamdulillah, as long as I went to the hospital, my luggage was always safe" (Patient no.5, interviewed on 4 August 2020)

Other opinions are regarding the security of patient goods and vehicles.

Good facilities and infrastructure can encourage the reuse of health services in hospitals. Based on the interviews conducted by researchers, the availability of hospital facilities is quite complete, comfortable, and clean. But, some patients think that the parking facility needs some improvement. Some patients think that the parking facilities should be improved.

The understanding and empathy of health workers given to patients are sometimes considered benchmarks for patients. Based on interviews conducted by the author, all informants showed positive reactions regarding this matter.

"The health workers are very empathetic and love to smile" (Patient no.4, interviewed on 4 August 2020)

The author also interviewed doctors to get a two-way opinion. The interview results showed that the quality of administrative services at Permata Medika Hospital, Kebumen, was good and made it easier for patients to register. Supported by the following statement:

"Its good, fast, easy. Moreover, now it is welcome to register online, so it makes it easier for patients to register, it is quite good, transparent " . (Doctor no.1 , interviewed on 4 August 2020)

So far, the information provided is always updated through social media. The coordination of health workers with the community in presenting information in managing health services is quite optimal. The Public Relations Division of Permata Medika Hospital, Kebumen, always provides the most advanced and accurate information. The following interview excerpt supports it:

"It’s good, the PR is always updated. All information is quite updated, can be reached through social media, admin also responds immediately”. (Doctor no.5 , interviewed on 4 August 2020)

Openness between medical staff and society will influence Permata Medika Hospital, Kebumen, and one of them is to give an excellent perception to the hospital. Therefore, it will increase social awareness to use the service. Health workers must further improve transparency under existing realities in the field.

The interview results indicate that all this time, PermataMedika Hospital, Kebumen, always give the ease in each service and give transparency on each information delivering. These things in aims to the administrate administrative services and other matters relating to the health service process must be informed so that it is readily known and understood by the public, whether requested or not. The following excerpt from the interview supports it:

“The service is good enough and transparent. Apart from that, it also provides great convenience, both information and transparency”. (Doctor no.4 , interviewed on 4 August 2020)

The hospital must apply the transparency to the service and another support unit like facilities and human resource to manifest the optimal healthcare service. The available facilities that have been provided adequately by service providers to support health workers and the community who use health services. So far, transportation facilities have been beneficial for people who have to be referred to other health facilities, and the services provided are sufficiently responsive when there is an emergency. The following interview excerpt supports this:
"The transportation provided is beneficial in the process of incorporating patients and always encourages, and the ambulance facilities are further refined. Also, it does not differentiate between general patients, and BPJS patients are good, everything is available, the emergency room is smooth, there is feedback so we can find out the patient's progress." (Doctor no.2, interviewed on 4 August 2020)

Some impressions from the public or patients concerning the quality of services and supporting services such as the existing infrastructure at Permata Medika Hospital, Kebumen, specifically that health workers must further improve clarity following current events. Improve transportation facilities, ambulances, and improve parking lots so as not to diminish service efficiency.

IV. DISCUSSION

The effect of predisposing factors (demography, social structure, trust) to on the reuse of health services at Permata Medika Hospital, Kebumen.

The research result reveals that predisposing factors (demography, social structure, trust) affect the reuse of health service at Permata Medika Hospital, Kebumen. The study is conducted by Ulfa (2017) explains that predisposing factors affect health service utilization. These findings correspond with the survey on Nigeria, where the utilization higher in the south zone has a higher index of predisposing factors. These factors are seen from mother ages, religion, parity, education and job. The distribution makes different patterns of utilizing health service (Adamu, 2011).

A research held by Agyemang & Asibey (2018) sowed positive impact of the level of education on health service utilization. A higher education level commonly utilizes more services than the middle, elementary, and who didn't receive an education. In other words, the respondent with college-educated tends to visit health facilities more frequently than when necessary. Several factors may emphasize the positive effects of education and health service utilization among rural communities, and why respondents with higher literacy levels tend to use health services more than those with little or no education. First, education enhances the society knowledge about health and its information passage about approachability and the essentials of health service utilization.

Marnah (2012) research interpret that predisposing factors; trust or believe will affect the health service utilization. Health belief is a form of behaviour in which a person provides an appraisal and description of health from a socio-psychological perspective. Where areas, the behaviour is a collection of many factors which interact with each other (Lestari, 2019). Openness between health workers and the public will impact Permata Medika Hospital, Kebumen, to give an excellent image to Permata Medika Hospital, Kebumen. That way will increase public confidence in using health services. Its supported by the interviewees opinion, they said that the overall service provides a good transparency services.

Society or patient trust in the utilization of health service. Public or patient belief in health services consists of view in medical health services and confidence in alternative health services, and some trust. The influence of view is powerful on the benefits received, such as respondents' positive belief in the benefits of services.

The effect of reinforcing factors (service quality, staff competency and behaviour, and the speed of services) on the reuse of health service at Permata Medika Hospital, Kebumen.

Reinforcing factor includes the quality of services, staff competency and behaviour and the speed of services. The research found that the rate will influence the reuse of health services at Permata Kebumen Hospital. It matches with the Hamidiyah research on Napirah et al. (2016), where there is a relation of patient perception about the service quality with a re-visit at the General Clinic of the Bhineka Bakti Husada Hospital, South Tangerang City. If the service felt met with the expectation, so Patient will see the quality as excellent and satisfied. If it's beyond the customer expectation, so it could be said as ideal quality. Likewise, vice versa, thus whether the quality is good or not depends on service providers' ability to meet expectations of consistent use.

The research found that staff competency impacts the reuse of health service at Permata Medika Hospital, Kebumen. This research is in line with Pajow et al. (2017), which explains that the staff competency significance with the reuse of health services. The health staff must understand the competency in doing their obligation and authority. Competency is a specific combination of knowledge, mastery of task skills and work discipline required to carry out a particular activity. There are two aspects needed to consider in their actions: the technical and skills part (Fahlevi, 2017). The spearhead of the service in the hospital lies in the officers as the first liner in
service. The enhancement of staff competency, related to their job, will raise customer satisfaction and hospital user community. Furthermore, increasing competence through the learning process to improve the process, in turn, it will increase financial status.

The research discovered that staff behaviour also influences the reuse of health service at Permata Medika Hospital, Kebumen. It is in line with the Satianegara et al. (2016) research, that caught the staff behaviour also impacting the reuse of health service likely at Permata Medika Hospital, Kebumen. The attitude and behaviour of health workers is an essential factor in health behaviour. Health workers' action, namely the community's assessment or view about officers' responses or reactions, is manifested by their attitudes or reactions towards patients regarding friendliness, attention, and politeness (Ammirudin, 2013). Furthermore, Helawati et al. (2014) found that the responsiveness and empathy of the workers will lead to consumer satisfaction and it consumer satisfaction will significantly resulted an intention to re-visit.

The utilization of hospital services come up from the patient awareness from service provider respond, and finally resulted in the intention to visit where the patient feels satisfied. One of the patient utilization intention backgrounds is comprehensive, and the availability of other supporting facilities that facilities could offer satisfaction to fulfil customer satisfaction (Pusungunaung, 2018). Facilities and infrastructure include facilities that have been provided adequately by service providers to support health workers and the public who use health services. So far, transportation facilities have been beneficial for people who have to be referred to other health facilities, and the services provided are sufficiently responsive when there is an emergency.

The results showed that the officers' behaviour influenced the reuse of health services at Permata Medika Hospital, Kebumen. Several respondents stated that the mechanism for assigning tasks was suitable as well.

This finding is in line with Satianegara et al. (2016) research, which confirms that service speed affects the reuse of health services at Permata Medika General Hospital, Kebumen. Other research that supports this finding was conducted by Sahuleka (2017) on the factors associated with reuse outpatient services at Bethesda Tobelo Hospital, North Halmahera Regency, which states a significant relationship between speed and ease of service and outpatient reuse. Moreover, Konlan et al. (2020), he study for Focused Antenatal Care Services (FACS) during pregnancy and found that the long waiting hour significantly will make the least nuber or visitors.

The effect of enabling factors (information and services procedure) on the reuse of health service at PermataMedika Hospital, Kebumen.

The results showed that enabling factors (information, service procedures) directed the reuse of health services at Permata Medika Hospital, Kebumen. Umunna (2012) and Afifa (2017) reveal that information affects health services' reuse. Culture and information influence the use of health services in the community, dealing with the same language, and even multi-ethnic settings will usually involve the utilization of health services in Canada's immigrant group..

Analysis conducted by Kurniawan (2012) explains a relationship between information and knowledge of health service facilities and health services utilization. This study's results are under Green's theory in Notoatmodjo (2012) that information and knowledge about health service facilities affect health services utilization. The outcomes showed that 95.0% of the respondents had good experience and information about health. A person who has the knowledge and has information about excellent health service facilities will know more about the dangers of disease and recognize the symptoms of the illness so that he can make better use of medical services when ill and also obtain information about health from various sources, i.e brochures and social media.

Research handled by Pratiwi and Raharjo (2017) shows that the ease of information variable has a significant relationship with health services at the Unnes Puslakes (p = 0.000). Ease of information has a vital role in influencing patient decisions on health service utilization (purchase decision). No matter how good a health service's quality is, if consumers have never heard of it and are not sure that the health care product will be of use, they will not get it. The ease of obtaining information and straightforward information content will influence consciousness and beliefs in determining health facilities' use.

The second enabling factors are service procedures. This study's results are following analysis conducted by Zainudin and Hidayat (2013), which reveals that service procedures affect the utilization of health services.
Service procedure is any activity by another party delegated to meet the crowd's interests; this service is always combined because service interests are still referred to in the meaning of service. Service is also a way of serving customers directly by providing convenience when services are ordered and received to satisfy customer needs in the long run.

The Effects of Perdisposing Factors, Reinforcing Factors, Enabling Factors to the Reuse on PermataMedika Hospital Services, Kebumen.

The effect of predisposing factors, reinforcing factors and enabling factors simultaneously on the reuse of health services at Permata Medika Hospital, Kebumen.

The results showed that the predisposing factors, reinforcing factors and enabling factors simultaneously affected the reuse of health services at Permata Medika Hospital, Kebumen. This research is in line with research directed by Oladipo (2014) which shows that predisposing, supporting, and need factors are adequate in calculating utilization guides in urban areas. The results also tell that the need factor is the most important predictor of utilization. This is consistent with findings over many diverse empirical settings. Supporting factors also show more importance than predisposing factors which contradict findings in other studies. There is adequate explanation for the predictive power of the supporting factors found in this study. One of them is that no solution has been found to the problem of limits posed by physical accessibility, unavailability of services, especially in rural areas.

One of the objectives in appraising community demand and utilization of health services is to distinguish the major factors that influence the use of these services. More solid understanding of these factors helps stakeholders and policy makers have a comprehensive picture of the different variables affecting health service utilization; in addition, it can help prognosticate practice of these services in different population areas. Use limited resources efficiently and spend public funds on appropriate and effective services (Lotfi, 2017).

The results of the interview pointed that the quality of administrative services at Permata Medika Hospital, Kebumen, was good and made it easier for patients to register.

The identification of these factors is a method for accurate estimation of health resources and macroeconomic policy-making in the health sector, namely related to ease of service and transparency (Ravangard et al., 2014). In fact, investigation on health service utilization supports to distinguish factors, which facilitate or prevent access to these services. Based on preceding research findings, a number of predisposing factors (e.g., gender, place of residence, occupation, and level of education), empowerment factors (e.g., health insurance and income), and need-related factors have been identified as predictors of health service utilization. (Giannakopoulos et al., 2010). In this case, one of the main factors affecting the utilization of health services is socio-economic status. Current studies have shown that the utilization of health services is linked to a person's gender, place of residence, and socioeconomic status (Mohammadbeigi et al., 2013).

V. CONCLUSION

a) Predisposing factors (predisposing / driving factors) consisting of demography, social structure, trust have an influence on the reuse of health services at PermataMedika Hospital, Kebumen. Openness between health workers and the public will have an impact on PermataMedika Hospital, Kebumen, one of which is to provide a good image and increase public confidence in using health services at PermataMedika Hospital, Kebumen.

b) Reinforcing factors (reinforcing factors) which consist of quality of service, competence of officers, behavior of officers, speed of service have an influence on reuse of health services at PermataMedika Hospital, Kebumen. The attitude and behavior of health workers is an important factor in health behavior. The behavior of health workers, namely the assessment or view of the community about the responses or reactions of officers which are manifested by their attitudes or actions towards patients regarding friendliness, attention and politeness.
c) Enabling factors (supporting factors) consisting of health information and service procedures have an influence on the reuse of health services at PematmaMedika Hospital, Kebumen. The ease of obtaining information and clear access to this information will influence knowledge and attitudes in determining the use of health facilities.

d) Predisposing factors, reinforcing factors and enabling factors significantly influence the reuse of health services at PematmaMedika Hospital, Kebumen. The results of the interview showed that the quality of administrative services at PematmaMedika Hospital, Kebumen was good and made it easier for patients to register.

REFERENCES
Table 1. The BOR Percentage at PermataMedika Hospital, Kebumen, in 2019

<table>
<thead>
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<th>No.</th>
<th>Month</th>
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<th>Number of days of treatment</th>
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<td>2,042</td>
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<td>2</td>
<td>February</td>
<td>117</td>
<td>2,181</td>
<td>66,6</td>
</tr>
<tr>
<td>3</td>
<td>March</td>
<td>117</td>
<td>2,487</td>
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<td>4</td>
<td>April</td>
<td>117</td>
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<td>12</td>
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<td>102</td>
<td>2,547</td>
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</table>

Source: Primary data of PermataMedikaKebumen in 2019

Table 2. Outer Model Testing Result

<table>
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<tr>
<th>No.</th>
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<th>Reinforcing Factors</th>
<th>Enabling Factors</th>
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<td>X2.4 0.842</td>
<td></td>
<td></td>
<td>Y1.4 0.919</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>Y1.5 0.951</td>
</tr>
</tbody>
</table>

Source: Processed primary data, 2020

Table 3. Composite Realiability Testing Result

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Enabling Factors</td>
<td>0.918</td>
</tr>
<tr>
<td>2</td>
<td>Reuse of Healthcare Services</td>
<td>0.974</td>
</tr>
<tr>
<td>3</td>
<td>Predisposing Factors</td>
<td>0.809</td>
</tr>
<tr>
<td>4</td>
<td>Reinforcing Factors</td>
<td>0.951</td>
</tr>
</tbody>
</table>

Source: Processed primary data, 2020

Table 4. Hypothesis Testing Result

<table>
<thead>
<tr>
<th></th>
<th>Original Sample (O)</th>
<th>Sample Mean (M)</th>
<th>Standard Deviasi (STDEV)</th>
<th>T Statistics (O/STERR)</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enabling factors -&gt; Reuse of Health Care Services</td>
<td>0.420</td>
<td>0.409</td>
<td>0.157</td>
<td>2.673</td>
<td>0.008</td>
</tr>
<tr>
<td>Perdisposing factors -&gt; PHBS</td>
<td>0.163</td>
<td>0.163</td>
<td>0.066</td>
<td>2.483</td>
<td>0.013</td>
</tr>
<tr>
<td>Reinforcing factors -&gt; PHBS</td>
<td>0.420</td>
<td>0.431</td>
<td>0.164</td>
<td>2.557</td>
<td>0.011</td>
</tr>
</tbody>
</table>

Source Processed primary data, 2020
Table 5. Interview Question

<table>
<thead>
<tr>
<th>Interviewees</th>
<th>Question</th>
</tr>
</thead>
</table>
| Patient      | According to you, is the use of health services at PermataMedika Hospital, Kebumen accessible?  
In your opinion, how has the utilization of inpatient/outpatient BPJS services been optimal at PermataMedika Hospital, Kebumen?  
In your opinion, which health workers should provide medical services according to the standards at PermataMedika Hospital, Kebumen to be more optimal?  
In your opinion, which parts need to be improved at PermataMedika Hospital, Kebumen?  
According to you, when will privacy and security be realized to support the convenience of using health services at PermataMedika Hospital, Kebumen?  
Do you think the infrastructure for the utilization of health services is adequate at PermataMedika Hospital, Kebumen? If not, why?  
In your opinion, do the officers understand the need for treatment and empathize in providing the use of health services at PermataMedika Hospital, Kebumen? |
| Doctor       | In your opinion, how are the administrative services provided by PermataMedika Hospital, Kebumen?  
In your opinion, how is the information on the services provided by PermataMedika Hospital, Kebumen?  
In your opinion, how are the support services available at PermataMedika Hospital, Kebumen?  
In your opinion, what kind of transportation is provided to pick up patients?  
In your opinion, how is the health service provided regarding referral patients?  
In your opinion, how easy is the service provided regarding referral services? |