Original Research Article

CORRELATION OF QUALITY HEALTH SERVICES AND THE MOTIVATION OF PATIENTS REVISITING POLYCLINIC

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ABSTRACT

Introduction. The hospital as an institution that provides health services has the same responsibility as other health care institutions to improve the health status of the community. Health problems have become a basic need for society. The increase in the standard of living of the community, makes the demands of the community on the quality of health services also increase. The purpose of this study was to analyze correlation of quality health services and the motivation of patients revisiting polyclinic. **Methods.** The research design used in this study was a descriptive research design with a cross sectional approach. Population was patients who attend Polyclinic of Adi Husada Kapasari Hospital during the research. Sample size in this research were 24 respondents, using the Simple Random Sampling technique. Data analysis used Spearman Rho test. **Results & Analysis.** Results obtained higher service quality in the category of Enough as many as 14 people (58%), motivation to visit the polyclinic is higher in the Good category as many as 12 people (50%). The results of the Spearman test showed that there was a correlation between service quality and motivation to return to the polyclinic (p value = 0.000 <0.05). **Discussion.** It is hoped that hospitals should evaluate the quality of health services periodically to ensure whether the quality of health services provided by health workers is consistent and in accordance with hospital standards.

Keywords: Service Quality, Motivation, Polyclinic, Revisiting

INTRODUCTION

The hospital as an institution that provides health services has the same responsibility as other health care institutions to improve the health status of the community. This role is now increasingly prominent given the emergence of changes in disease patterns, changes in demographic structure, developments in science and technology as well as socio-economic changes in society. All of these factors also affect people's expectations of quality services.

According to Elishabeth and Endang (2015) that the quality of health services is the degree of perfection of health services in accordance with professional standards and service standards by using the potential resources available at hospitals or health centers in a reasonable, efficient and effective manner and provided safely and satisfactorily. both norms, legal ethics and socio-culture

by taking into account the limitations and capabilities of the government and the consumer community.

Patients who receive health services will compare the services they experience with the services they expect. If the service received meets or exceeds expectations, the patient will use the health care provider again. Patients who are satisfied will be loyal to the hospital. Loyalty will make patients make return visits to hospitals that have provided satisfactory health services. Patients will feel satisfied if health workers can build good relationships with patients, the services provided are easily accepted and understood by patients and the existing facilities can make patients feel safe and comfortable while in the health services (Kurniawati, 2015).

Based on the research problem, this research aim was to analyze correlation between quality of health services and motivation of patients revisiting polyclinic.

METHOD AND ANALYSIS

The research design used cross sectional approach, which is a type of research that emphasizes the measurement time or observation of independent and dependent variable data only once at a time (Nursalam, 2016).

The location of the research was carried out at the Adi Husada Kapasari Hospital Polyclinic. The time of the research was carried out on October-December 2019. Population was patients who attend Polyclinic of Adi Husada Kapasari Hospital during the research. The sample size in the study was 24 respondent. Sampling technique was using the Simple Random Sampling technique. According to Sugiyono (2017:126) Simple Random Sampling is the taking of sample members from the population that is carried out randomly without regard to the strata that exist in the population. Data analysis used Spearman Rho test with significant value $p<0.05$.

RESULTS

The analysis used in this study is a univariate analysis which is carried out on each variable in the form of a frequency distribution table of respondents based on service quality and motivation to revisit outpatients.

Table 1 Characteristics of Respondents

No	Characteristic	Frequency (N)	Percentage (%)
Age			
1	20-30 years	6	25
2	31-40 years	10	42
3	41-50 years	8	33
Gender			

1	Woman	15	63
2	Man	9	38
Work			
1	Doesn't work	1	4
2	Private	12	50
3	Self employed	3	13
4	Civil servants	6	25
5	Other	2	8
Education			
1	No School	1	4
2	Elementary school	2	8
3	Junior high school	4	17
4	Senior high school	9	38
5	Bachelor	7	33
Length of Treatment			
1	<1 years	4	17
2	1-3 years	8	33
3	>3 years	12	50
	Total	24	100

From the table 1 shows that the age of the majority of respondents are aged 31-40 years totaling 10 people (42%). In terms of gender characteristics, the majority of respondents are women as many as 15 people (63%). On the job characteristics of the most respondents are private, amounting to 12 people (50%). On the characteristics of the education level of respondents, the highest number of respondents is Senior high school totaling 9 people (38%). In the characteristics of the length of treatment, the most respondents were > 3 years, as many as 12 people (50%).

Table 2 Frequency Distribution of Service Quality

Category	Frequency (n)	Percentage (%)
Good	6	25
Enough	14	58
Less	4	17
Total	**24**	**100**

Based on table 2 shows that the quality of health services at the Adi Husada Kapasari Hospital Polyclinic is mostly sufficient with a percentage (58%) of 14 respondents.

Table 3 Frequency Distribution of Motivation to revisit

Category	Frequency (n)	Percentage (%)
Good	12	50
Enough	8	33
Less	4	17
Total	**24**	**100**

Based on table 3, it shows that the motivation to visit the Adi Husada Kapasari Hospital Polyclinic is mostly good with a percentage (50%) of 12 respondents.

Table 4 Cross-tabulation quality service with motivation revisit the Polyclinic of Adi Husada Kapasari Hospital

Quality	Motivation						r	P Value
	Good		Enough		Less			
	N	%	N	%	N	%		
Good	6	25	0	0	0	0		
Enough	6	25	8	33	0	0	0,72	0,005
Less	0	0	0	0	4	7		

Based on table 4, it explains the correlation between service quality and motivation to visit patients, with the Spearman statistical test. the results of statistical tests on two variables, namely

the quality of service with the motivation to visit patients with a value of p = 0.005. Because the p value = 0.005 <0.05, it can be concluded that there is a significant correlation between the quality of health services and the motivation to visit Adi Husada Hospital with a value of r = 0.720, which means that there is a strong correlation between the two variables above.

DISCUSSION

The results of research on the quality of health services obtained at Adi Husada Kapasari Hospital based on Tangibles, Reliability, Responsive, Assurance, Empathy dimensions are categorized as Enough with a percentage of 58%, a total of 14 respondents. Polyclinic services are one of the main entrances to hospitals to get more comprehensive services in Inpatients. Patients will tend to expect good and efficient nursing services so that patients feel comfortable and satisfied (Mubin and Jalal, 2014). According to Fatrida & Saputra (2019) the quality of health services in hospitals is strongly influenced by the quality of physical facilities, the types of available personnel, medicines and medical devices, as well as the process of service delivery. therefore, one way to improve the quality of service in

hospitals is by paying attention to patient satisfaction with the services provided.

The results of the study on the motivation to visit patients to the polyclinic of Adi Husada Kapasari Hospital were most prominent with the Good category of 12 respondents (50%). This means that most of the patients have good motivation to revisit the polyclinic of Adi Husada Kapasari Hospital, although in the research on the service quality variable the results are "Enough". The results of this study are contrary to Permana's research (2018) Good and quality services will increase the number of visits which in turn will increase the amount of hospital income. This shows that service quality is not the main factor for motivation to visit the Adi Husada Kapasari Hospital polyclinic. According to Suhendro (2015) Factors from within the hospital that influence the motivation to revisit include personnel factors, examination fees, physical condition of the building, and quality of service. Meanwhile, external factors include the existence of other health care provider facilities that are increasingly emerging, giving rise to intense competition.

Based on the results of statistical tests carried out using the Spearman rho test, the value of r = 0.720 with p value = 0.000 where p value <0.05 then H0 is rejected and H1 is accepted. This means

that there is a correlation between the quality of health services and the motivation to visit the polyclinic of Adi Husada Kapasari Hospital with a correlation of 0.720, so the correlation between the two variables is very close. The results of this study are in line with Yulianti's research (2015) on the Relationship between Service Quality and Motivation for Re-visiting Outpatients at Demang Sepulau Raya Hospital, Central Lampung Regency where there is a relationship between service quality and motivation for re-visiting The results of this study are in line with Yulianti's research (2015) on the Relationship between Service Quality and Motivation for Re-visiting Outpatients at Demang Sepulau Raya Hospital, Central Lampung Regency where there is a relationship between service quality and motivation for re-visiting andsatatistic test obtained p value < from α (0.002 < 0.05) in addition to that the OR value obtained was 4,190 which means that respodents with poor service quality are 4,190 times more likely to be motivated to visit low outpatients compared to respondents with good service quality. Users of health services demand quality and quality services not only related to the recovery of diseases and patients physically, but also concern the needs and satisfaction with the attitudes, skills and knowledge of officers

in providing services and the availability of adequate facilities and infrastructure and can provide comfort and security to the community. According to Kurniawati (2014) good service quality will further increase the desire / motivation of patients to seek treatment at the puskesmas, because their goal in going to the Puskesmas is to seek treatment and with good quality of service, patients will not look for health service places in other places. This opinion is also in line with the results of Brady and Robertson's research in (Rene, 2016) that superior service quality can always emphasize an increase in the level of satisfaction with consumers and will automatically push towards increasing consumer loyalty.

CONCLUSION

There was a correlation between the quality of health services and the motivation to visit the Polyclinic of Adi Husada Kapasari Hospital.

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