



WALUYA THE INTERNATIONAL SCIENCE OF HEALTH JOURNAL

The Role of Physical Evidence and Empathy in Influencing Patient Visit Rates at Hialu Health Center, North Konawe

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ARTICLE INFO

Article history

Received : September 10th, 2024

Revised : September 27th, 2024

Accepted : September 30th, 2024

Keywords

Physical Evidence,
Empathy,
Patient Visits.

ABSTRACT

Introduction: The number of patient visits to the Hialu Health Center continues to increase with an average number of patient visits in 2021 of 225 visits per month. This study was conducted at the Hialu Health Center, Landawe District, North Konawe Regency. The purpose of this study was to analyze the Relationship between Physical Evidence and Empathy to the Level of Patient Visits at the Hialu Health Center, Landawe District, North Konawe Regency.

Method: This study uses a quantitative method with a comparative research design. The population of the entire Landawe District community is 2,843 people and a sample of 351 using the Slovin formula.

Result: Based on the linearity test between variables, the variables of physical evidence and empathy generally have an effect on the level of patient visits to the Hialu Health Center, Landawe District, North Konawe Regency.

Conclusion: The relevant government, especially the Health Service, must continue to provide easy access for the Hiau Health Center to improve health facilities and infrastructure in order to provide more optimal health services to the community.

Introduction

The provision of health services is one of the important elements in assessing the quality of health services. The provision of health services is the most important thing in determining the quality of health services provided.^[1] Health service quality assessment is a very complex evaluation process, causing the definition of health service quality to be viewed from various perspectives. For example, health services can be said to be of

quality if they can meet the diverse needs of patients and are patient-centered.^[2]

There are four main functions of health services, namely; (1) health service providers, (2) service input, (3) care management, and (4) service financing. Whether or not a health service system is of good quality is greatly influenced by service behavior and the governance of health management itself.^[3]

The understanding of the actors towards the needs and desires of the patients will greatly affect the satisfaction of the patients, as a very valuable asset for health services. This is because when patients as users of health services feel satisfied with the services they receive, they tend to continue using the health services.^[4] However, on the other hand, when patients feel dissatisfied with the health services they receive, they will not return to use the health services, and will even tell other people about the bad experiences they had with the health services.^[5] Therefore, it is important for health service providers, including Puskesmas to create a good and comfortable health service for patients through good health service governance in order to get more patients and to retain patients. Patient satisfaction with the health services provided must come from the patient's experience when using the Puskesmas health service.

Community health centers are an important form of health service for the community, because the existence of community health centers can reach all levels of society, especially for people with lower to middle economic levels.^[6] This is because in terms of health check-up rates and treatment which are relatively cheaper compared to other facility services. In addition, the affordability factor in terms of location in every sub-district or village is one of the factors that causes health centers to be the main choice for the community to obtain health services. The existence of health centers that are easily accessible to all levels of society because they are located in sub-districts or districts, in contrast to hospitals which are generally located in the capital city of the Regency or provincial capital, makes health centers the spearhead of basic health services for the community.^[7] Another thing that makes community health centers the choice of the community to obtain health services (treatment) compared to hospitals is the relatively cheap costs and easier procedures when compared to hospitals.

Community Health Centers are health service units that function in an integrated, comprehensive and easily accessible manner to

provide curative and preventive services at the sub-district level.^[8] The main function and purpose of health services provided by community health centers, is not only in the effort to cure diseases but more towards increasing public awareness to improve or enhance their physical, mental and social life abilities which ultimately contribute to improving the health level of a community.^[9] For this reason, community health centers have a very strategic responsibility and role in health development in Indonesia in an effort to organize health services to increase awareness, willingness, and ability and optimal healthy lifestyles of the community.

Hialu Health Center is one of the health centers located in the administrative area of Hialu Village, Landawe District, North Konawe Regency, as a community health center, Hialu Health Center functions as a center for community health development in the Landawe District area, fostering community participation in its work area in order to improve the ability to live healthily, as well as fostering community participation in its work area in order to improve the ability to live healthily.

The number of health centers in North Konawe Regency is 22 health centers spread across each sub-district. The average number of patient visits reaches 1568 or month. The highest number of patient visits is at the Hialu Health Center with an average number of patient visits of 226/month. The number of patients who visit not only comes from the Hialu Health Center's work area but also from other sub-districts.^[10]

The increase in patient visits at the Hialu Health Center occurred because the services provided by the officers/employees of the Hialu Health Center were in accordance with the Health Center service procedures. In addition, the friendliness of the officers and the responsiveness of the officers to patient complaints have also become factors causing the increase in the number of patient visits. The availability of health facilities such as ultrasound equipment for pregnant women and laboratory examinations are also factors in the

increase in the number of patient visits at the Hialu Health Center.

Based on this, the author is interested in conducting research with the title The Relationship between Physical Evidence and Empathy on the Level of Patient Visits at the Hialu Health Center, Landawe District, North Konawe Regency.

Method

This study uses a quantitative method with a comparative research design. The population of the entire Landawe District community is 2,843 people and a sample of 351 using the Slovin formula. The research instrument is through interviews and questionnaires.

Result

Table 1 shows that the results of the linearity test between variables, then for the Physical Evidence variable in general, it affects the level of patient visits to the health center. There are 3 indicators of guarantee variables that affect the level of patient

visits to the health center, namely; availability of inpatient facilities; availability of health laboratories; and availability of patient waiting rooms. While there is 1 variable indicator that does not affect the level of patient visits to the health center, namely officers who are neatly and politely dressed.

Table 2 shows that the results of the linearity test between variables, then for the Empathy variable there is only 1 variable indicator that has a linear relationship with the level of patient visits, namely; patients easily convey complaints to officers. While the other 3 variable indicators do not have a linear relationship with the level of patient visits, namely officers receive complaints in a friendly manner; the officer variable responds well to patient complaints; and officers provide solutions related to patient complaints. So, in general it can be said that the empathy of health center officers does not affect the level of patient visits to the Health Center.

Table 1
Results of Linearity Test of Physical Evidence Variables Against Patient Visit Levels

Variables	Regression Coefficient	t-count	Sig.
Constants	1,161		
Availability of Inpatient Facilities	-0.093	-2,269	0.024
Availability of Health Laboratory	-0.125	-1,004	0.316
Patient Waiting Room Available	-0.014	-0.146	0.884
Officers are neatly and politely dressed	0.640	6,938	0,000
F count	12,971		0,000
R Square	0.130		

Table 2
Results of Linearity Test of Empathy Variables on Patient Visit Levels

Variables	Regression Coefficient	t-count	Sig.
Constants	2,523		
Patients Can Easily Convey Complaints	0.005	0.066	0.948
Officers Receive Complaints Friendly	-0.322	-4,894	0,000
Officers Respond Well to Patient Complaints	-0.338	-5,090	0,000
Officers Provide Solutions Regarding Complaints	0.213	3,517	0,000
F count	18,215		0,000
R Square	0.174		

Source: Primary Data, 2023

Discussion

Physical Evidence (Tangible) Regarding the Level of Patient Visits at the Health Center

The Deviation from linearity Sig value for the variable of availability of inpatient facilities is $0.024 > 0.05$, so there is a linear relationship between the variable of availability of inpatient facilities and the variable of patient visit rate. So, it can be said that the availability of inpatient facilities at the health center affects the level of patient visits to the health center.

The Deviation from linearity Sig value for the variable of availability of health laboratories is $0.316 > 0.05$, so there is a linear relationship between the variable of availability of health laboratories and the variable of patient visit rates. So, it can be said that the availability of health laboratory facilities at health centers affects the level of patient visits to health centers.

The Deviation from linearity Sig value for the variable of patient waiting room availability is $0.884 > 0.05$, so there is a linear relationship between the variable of patient waiting room availability and the variable of patient visit rate. So, it can be said that the availability of patient waiting room facilities at the health center affects the level of patient visits at the health center.

The Deviation from linearity Sig value for the variable of neatly and politely dressed officers is $0.000 < 0.05$, so there is no linear relationship between the variable of neatly and politely dressed officers and the variable of patient visit rate. So, it can be said that the neatness and politeness of health center officers in dressing does not affect the level of patient visits to the health center.

Empathy of Officers Regarding the Level of Patient Visits at the Health Center

The Deviation from linearity Sig value for the variable of patients who easily convey complaints is $0.948 > 0.05$, so there is a linear relationship between the variable of patients who easily convey complaints and the variable of patient visit rates. So, it can be said that the ease of

patients in conveying complaints to health center officers affects the level of patient visits to health centers.

The Deviation from linearity Sig value for the variable of officers receiving complaints in a friendly manner is $0.000 < 0.05$, so there is no linear relationship between the variable of officers receiving complaints in a friendly manner and the variable of patient visit rate. So, it can be said that the friendliness of officers in receiving patient complaints does not affect the level of patient visits to the health center.

The Deviation from linearity Sig value for the variable of officers responding well to patient complaints is $0.000 < 0.05$, so there is no linear relationship between the variable of officers responding well to patient complaints and the variable of patient visit rate. So, it can be said that a good response from officers to patient complaints does not affect the level of patient visits to the health center.

The Deviation from linearity Sig value for the variable of officers providing solutions related to patient complaints is $0.000 < 0.05$, so there is no linear relationship between the variable of officers providing solutions related to patient complaints and the variable of patient visit rates. So, it can be said that the solutions provided by officers regarding patient complaints do not affect the level of patient visits to the health center.

Conclusion

There is an influence of all variables on the level of patient visits to the Hialu Health Center, Landawe District, North Konawe Regency. So that the relevant government, especially the health service, must continue to provide easy access for the Hialu Health Center to improve health facilities and infrastructure in order to provide more optimal health services to the community.

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