

# Analysis Of Knowledge Influence, Perception, Motivation, Information Searching And Alternative Evaluation Of Decision Making From *Kartu Jujur Sehati* Participants In The Using Of Healthcare In Bima

Nur Fitriah Hikmawati

*Email: nurfitriah.machie@gmail.com*

*Student Master in Healthcare Management,*

*Administration Study Program and Health Policy, Faculty of Public Health, Airlangga University, Surabaya, Indonesia*

**Abstract.** The purpose of this research is to know and analyze the factors that influence the decision making card participant honest in sharing healthcare utilization in Bima City. The research was conducted in 5 villages with a sample of 388 people taken by simple random sampling. The research method used an observational analytic with cross sectional study design study. The data analysis using logistic regression analysis. The result of the research conclude that the knowledge, perception, motivation and evaluation of alternative have significant effect to the utilization of healthcare by *Kartu Jujur Sehati* (KJS) participants in Bima. Persuasive communication, promotion, strengthening commitment of local government and fulfillment the standard accreditation of Public Health Center as recommendation of effort to increase healthcare utilization by KJS participant in Kota Bima.

**Keyword:** Healthcare Utilization, KJS Service Policy, Decision Making

## 1. INTRODUCING

Health according to Law Number 36 Year 2009 states that health is a human right and one of the elements of welfare that must be realized. Both central and local governments are responsible for public healthcare insurance.<sup>1</sup>

*Kartu Jujur Sehati* (KJS) is a policy which stipulated by the government of Bima with the aim to improve the health status of the people of Bima through the levy relief of basic healthcare.<sup>2</sup>

Based on the annual report of KJS service program, the coverage of outpatient visits is one of the indicators used to measure the performance of the KJS service program. In the last three years, 2014, 2015 and 2016, coverage of outpatient visits has increased, but when compared to the number of KJS service targets, the utilization of KJS services in Public Health Center is still low at 52.3% (2015) and 51.84% (2016). Thus it can be assumed that the low utilization of healthcare by KJS participants is caused by the behavior of KJS participants themselves.

Assael (1992) states that the analysis of consumer behavior is the action of a consumer

in obtaining a good or service that involves the process of decision making and analysis of factors that affect consumers of a goods or services. There are 3 (three) factors that influence consumers in making decisions, those are consumer factors, environmental influences and the application of marketing strategies.<sup>4</sup>

Kotler (2008) states that the process of decision-making by consumers in buying a product or service includes the introduction of needs, information search, alternative evaluation, purchasing decisions and after-sales behavior.<sup>5</sup>

Apriyanti's research (2015) shows that in utilizing labor facilities, not all patients seek information and perform alternative evaluations. Family habits, support from reference groups and perceptions of accessibility and promotion are factors that influence decision making to utilize labor facilities.<sup>6</sup>

## 2. RESEACRH METHOD

The type of this study is observational analytic where only do the data or information collection without giving intervention or treatment on population or sample. The

research design is cross sectional study that is taking variable data is done in one time simultaneously and only once, so that between cause variable and result variable are indistinguishable. This research only collecting data or information without giving intervention or treatment on population or sample (Supriyanto & Djohan, 2011).<sup>7</sup>

This research was conducted in 5 urban villages in Bima. The population of the study were residents of Bima who did not have healthcare guarantee or BPJS Health member as many as 63,681 people. A sample size of 388 people with age criteria 18 years and over, can communicate well. The technique of sampling was simple random sampling. Collection techniques and processing data collection conducted by interviews using questionnaires. Processing and analysis of research data are using SPSS in the form of univariate analysis, bivariate and multivariate.

### 3. RESEARCH RESULT

#### Univariate Analysis

##### Demographic Characteristics

1<sup>st</sup> tabel Distribution of Demographic Characteristics of *Kartu Jujur Sehati* participants in Bima

Demographic Characteristic	Category	Total	
		n	%
Gender	Male	159	41,9
	Female	229	59,0
Education	Low	337	86,9
	High	51	13,1
Occupation	Unemployed	170	43,8
	Employee	218	56,2

Source: Primary Data, 2017

The 1<sup>st</sup> Table shows that the majority of respondents in this study are women (59.0%), with low education level (Elementary School, Junior High School, Senior High School) of 56.9% and has worked of 56.2%.

##### Knowledge

2<sup>nd</sup> Table Knowledge of *Kartu Jujur Sehati* participants about the Utilization of Healthcare In Bima

Knowledge	Frequency	
	n	%
Not good	76	19,6
Good	312	80,4

Total	388	100
-------	-----	-----

Source: Primary Data, 2017

The 2<sup>nd</sup> Table shows that the majority of *Kartu Jujur Sehati* participants have a good knowledge about the utilization of healthcare that is equal to 80.4%.

##### Perception

3<sup>rd</sup> Table Distribution Perception of *Kartu Jujur Sehati* participants about Healthcare Utilization In Bima.

Perception	Frequency	
	n	%
Not good	72	18,6
Good	316	81,6
Total	388	100

Source: Primary Data, 2017

The 3<sup>rd</sup> Table shows that the majority of *Kartu Jujur Sehati* participants have good perception about the utilization of healthcare that is equal to 81,6%.

##### Motivation

4<sup>th</sup> Table Distribution Motivation of *Kartu Jujur Sehati* participants in Healthcare Utilization in Bima

Motivation	Frequency	
	n	%
Not good	92	23,7
Good	296	76,3
Total	388	100,0

Source: Primary Data, 2017

The 4<sup>th</sup> Table shows that the majority of *Kartu Jujur Sehati* participants have high motivation in the utilization of healthcare that is 81.6%

##### Information Searching

5<sup>th</sup> Table Distribution of Information Searching of *Kartu Jujur Sehati* participants in Utilization Healthcare in Bima

Search Information	Frequency	
	n	%
Less Search	74	19,1
Search	314	80,9
Total	388	100,0

Source: Primary Data, 2017

The 5<sup>th</sup> Table shows that the majority of *Kartu Jujur Sehati* participants are honest to seek information in the utilization of healthcare that is 80.9%

**Alternative Evaluation**

6<sup>th</sup> Table Distribution of Alternative Evaluation of *Kartu Jujur Sehati* participants in Healthcare Utilization in Bima

Pengetahuan	Frequency	
	n	%
There is no	76	38,4
There is	312	61,6
Total	388	100,0

Source: Primary Data, 2017

The 6<sup>th</sup> Table shows that the majority of *Kartu Jujur Sehati* participants are honest as having an alternative evaluation in the utilization of healthcare which is 61.6%

**Healthcare Utilization By *Kartu Jujur Sehati* Participant**

7<sup>th</sup> Table Distribution of *Kartu Jujur Sehati* participants in the Utilization of Healthcare in Bima 2017

Healthcare Utilization	Total	
	n	%
Not utilizing	166	42,8
Utilize	222	57,2
Total	388	100,0

Source: Primary Data, 2017

The 7<sup>th</sup> Table shows that 222 persons or 57.2% of *Kartu Jujur Sehati* participants are honest people who utilize healthcare.

**Bivariate Analysis**

8<sup>th</sup> Table Cross-tabulation Between Knowledge of *Kartu Jujur Sehati* participants Utilization of Healthcare in Bima 2017

Knowledge	Utilization of Healthcare				Total	
	No		Yes			
	n	%	n	%	n	%
Not good	69	90,8	7	9,2	76	100,0
Good	97	31,3	215	68,9	312	100,0

The 8<sup>th</sup> Table provide information that *Kartu Jujur Sehati* participants together with good knowledge tends to utilize healthcare that is equal to 68,9%. On the other hand, *Kartu*

*Jujur Sehati* participants with unfavorable knowledge tend not to utilize healthcare that is 90,8%.

9<sup>th</sup> Table Cross tab Between the Perception of *Kartu Jujur Sehati* participants With Healthcare Utilization in Bima 2017

Perceptio n	Healthcare Utilization				Total	
	No		Yes			
	n	%	n	%	n	%
Not good	64	88,9	8	11,1	72	100,0
Good	102	32,3	214	67,7	316	100,0

The 9<sup>th</sup> Table provide information that *Kartu Jujur Sehati* participants together with good perception tends to utilize healthcare that is equal to 67,7%. On the other hand, *Kartu Jujur Sehati* participants with unfavorable perception tend not to utilize healthcare that is equal to 88.9%

10<sup>th</sup> Table Cross tabulation Between Motivation *Kartu Jujur Sehati* participants With Utilization of Healthcare in Bima 2017

Motivation	Utilization of Healthcare				Total	
	No		Yes			
	n	%	n	%	n	%
Low	87	94,6	5	5,4	92	100,0
High	79	26,7	217	73,3	296	100,0

The 10<sup>th</sup> Table provide information that *Kartu Jujur Sehati* participants with high motivation tend to utilize healthcare that is equal to 73,3%. Conversely, *Kartu Jujur Sehati* participants with low motivation tend not to utilize healthcare that is equal to 94,6%.

11<sup>st</sup> Table Cross tab Between Information Searching of *Kartu Jujur Sehati* participants With Utilization of Healthcare in Bima 2017

Informati on Searching	Utilization of Healthcare				Total	
	No		Yes			
	n	%	n	%	n	%
Less search	43	58,1	31	41,9	74	100,0
Search	123	39,2	191	60,8	314	100,0

The 11<sup>st</sup> Table provide information that the *Kartu Jujur Sehati* participants who

seeking the information tends to utilize healthcare that is equal to 60.8%. On the contrary, the candidates *Kartu Jujur Sehati* participants who are less seeking information tend not to utilize healthcare which is 58.1%.

12<sup>nd</sup> Table Cross Tabulation Between Alternative Evaluation *Kartu Jujur Sehati* participants With Utilization Of Healthcare in Bima 2017

Alternative Evaluation	Utilization of Healthcare				Total	
	No		Yes		n	%
	n	%	n	%		
There is no	141	94,6	8	5,4	149	100,0
There is	25	10,5	214	89,5	239	100,0

Th 12<sup>nd</sup> Table provide information that the *Kartu Jujur Sehati* participants conduct an alternative evaluation tend to utilize healthcare that amounted to 89.5%. Conversely, *Kartu Jujur Sehati* participants who did not conduct alternative evaluation tended not to utilize healthcare that is equal to 94,6%.

**Multivariate Analysis**

Influence of Knowledge, Perception, Motivation, Information Searching and Evaluation of Alternative *Kartu Jujur Sehati* participants to utilization of healthcare in Bima

13<sup>rd</sup> Table Influence test of Independent Variables to Research-Related Variables

Dependent Variable	Independent Variabel	Significant Value	Exp (B)	Description
Utilization of Healthcare	Knowledge	0,002	0,058	There's Influence
	Perception	0,000	0,036	There's Influence
	Motivation	0,000	0,042	There's Influence
	Search Information	0,483	1,701	No Effect
	Alternative Evaluation	0,000	0,003	There's Influence

The 13<sup>rd</sup> Table provides information that alternative knowledge, perceptions, motivation, and evaluation have a significant effect on the utilization of healthcare by *Kartu Jujur Sehati* participants, of which  $p < 0.05$ . This means that the better the knowledge, perception, motivation and evaluation alternative then tend to increase healthcare utilization.

Information of searching has no effect on the utilization of healthcare. This implies that information retrieval is not a decisive factor for *Kartu Jujur Sehati* participants competitors in making decisions to utilize or not to utilize healthcare.

**4. DISCUSSION**

**Knowledge**

According Notoadmodjo (2014) knowledge is the result of processed human mind or a person against external conditions or stimulus or with other meanings is an intellectual aspect relating to what is known by a person or human.

The results of this study are in line with the research of Lukiono (2010) which states that poor pregnant women with high knowledge tend to utilize antenatal services in complete compared with pregnant women with low knowledge.8

Marnah's research, et al. (2016) also suggests that the use of PKH participants is good because PKH participants already know about healthcare, the benefits of the services provided and are able to distinguish the types of medical and alternative healthcare.<sup>9</sup>

### **Perception**

Perception will make consumers have an idea of a product or service before the purchase decision (Schiffman & Kanuk, 2010).<sup>10</sup>

The results of this study are in line with Ranoor's (2013) study which states that there is a perception effect on purchasing decision as an effort to marketing obgyn space at Surabaya Islamic Hospital.<sup>11</sup> Research conducted by Napirah, Rahman, & Tony, (2016) states that there is a relationship between perception community about health with utilization of healthcare in work area of Tambarana Public Health Center Poso North Coast District Poso.<sup>12</sup>

### **Motivation**

Kotler (2008) suggests that motivation is an incentive in a person that produces an action. This encouragement results from the desire that exists within a person arising from an unmet need.

Humans will make sacrifices to get something optimally. This is often referred to as the economic principle that humans have done since prehistoric times. Such a thing is a necessity faced by both primary and tertiary primary humans. Understanding consumer behavior and knowing customers through their tendencies or motivations is a task for producers as providers of goods or services (Simamora, 2008).<sup>13</sup>

The result of this research is in line with Ranoor (2013) research which stated that there is influence of motivation because product, price, personal, process and product according to the mind significantly to maternity decision at Surabaya Islamic Hospital. Given the motivation in a person will show a behavior directed at a goal and to achieve the goal of satisfaction, maintain loyalty, efficiency and effectiveness and create a harmonious relationship between producers and consumers.

### **Information Searching**

Information searching is a process performed by a consumer after the consumer views that the need can be met by buying or using a product. Information searching can be internal ie information stored in its memory and is external ie information coming from outside or that is in the consumer environment (Sangadji & Sopiah, 2013).<sup>14</sup>

The results of this study are in line with research Apriyanti (2015) which states that there is no significant effect of information seeking on decision making in the utilization of labor facilities. This is caused by the majority of respondents did not conduct information in determining the birth facility to be utilized

### **Alternative Evaluation**

Engel (1995) After consumers collect information about alternative answers to a recognizable need, consumers evaluate options and narrow down the choices on the desired alternatives.<sup>15</sup>

The results of this study are not in line with research conducted by Apriyanti (2015) stating that there is no effect of alternative evaluation on the utilization of delivery facilities at the Public Health Centers. This is due to the fact that the majority of respondents tend not to conduct alternative evaluations in determining the utilization of labor facilities..

## **5. CONCLUSION**

Based on the results of the analysis can be concluded that the factors that influence card participants honestly in making decisions to utilize healthcares in Kota Bima include knowledge, perception, motivation and alternative evaluation. This means that the better knowledge, perception, motivation, and evaluation of alternative *Kartu Jujur Sehati* participants will tend to increase the utilization of healthcare in Bima.

## **6. SUGGESTIONS**

1. Health workers conduct persuasive communication to *Kartu Jujur Sehati* participants who do not use *Kartu Jujur Sehati* services when utilizing healthcare in Public Health Center by :

- a. Create a good first impression with a neat, clean, confident and friendly appearance to *Kartu Jujur Sehat* participants.
  - b. Be empathetic with complaints or needs submitted by *Kartu Jujur Sehat* participants and can be relied upon to provide solutions to the problems faced by *Kartu Jujur Sehat* participants.
  - c. Building credibility by developing expertise or competence, trust and existence with the objectives of *Kartu Jujur Sehat* participants affected to utilize *Kartu Jujur Sehat* services in Public Health Center.
2. Health Office, Public Health Center and Cross Sector concerned in this case Sub District and Village make promotion effort about *Kartu Jujur Sehat* service by:
- a. Provision of information media to facilitate access to information about *Kartu Jujur Sehat* services such as leaflets, banners, standing banners, advertisements in mass media and electronics and social media such as facebook or website.
  - b. Involving community leaders or religious leaders in the delivery of information about KJS services in majelis taklim activities, or village deliberation activity.
  - c. For the community actively seek information either through electronic media, mass media or visit healthcare facility, active in village deliberation activity or routine activity of Posyandu and participate to give support for relatives to take care of *Kartu Jujur Sehat* service in Public Health Center.

## 7. REFERENCES

1. Law of the Republic of Indonesia, 2009. Number 36 Year 2009 on Health
2. Regional Regulation of Bima, 2014. Number 3 Year 2014 About Basic Healthcare In Public, *Tentang*

- Pelayanan Kesehatan Dasar Di Puskesmas dan Jaringannya*, Health Center and Network, Bima: Bima City Regional Secretariat.
3. Notoadmodjo, S., 2014. Health Behavior Science, *Ilmu Perilaku Kesehatan. Cetakan Kedua*. Second prints. Jakarta: PT Rineka Cipta
4. Assael, H., 1992. Consumer Behavior and Marketing Action. New Jersey: Prentice Hall.
5. Kotler, P., 2008. *Fundamentals of Marketing; Principles of Marketing*. Jakarta: Prehallindo.
6. Apriyanti, N., 2015. Efforts to Increase Utilization of Public Health Center Birth Facilities Based on Analysis of Consumer Purchase Characteristics and Behavior, *Upaya Peningkatan Pemanfaatan Fasilitas Persalinan Puskesmas Berdasarkan Analisis Karakteristik dan Perilaku Pembelian Konsumen..* Thesis. Surabaya: Administration and Health Policy Study Program. Master Program. Faculty of Public Health. Airlangga University.
7. Supriyanto, S. & Djohan, A., 2011. Business and Health Research Methodology, *Metodologi Riset Bisnis Dan Kesehatan*. Kalimantan: PT Grafika Wangi Kalimantan
8. Lukiono, W. T., 2010. The Influence Of Knowledge And Attitude To Utilization Of Health Insurance At Pregnant Women In Poor Blitar, *Pengaruh Pengetahuan Dan Sikap Terhadap Pemanfaatan Jaminan Kesehatan Pada Ibu Hamil Miskin Di Kota Blitar*. Thesis, Surakarta: Family Medicine Study Program Post Graduate Program Sebelas Maret University
9. Marnah, Husaini & Ilmi, B., 2016. Analysis of Community Behavior in Utilizing Healthcare Participation Program Family Hope (PKH) in District Paminggir, *Analisis Perilaku Masyarakat Dalam Pemanfaatan Pelayanan Kesehatan Peserta Program Keluarga Harapan (PKH) di Kecamatan Paminggir*. Medical

- Journal of Medical Faculty of Lambung Mangkurat University of South Kalimantan, volume 2 No 1, p. 79.
10. Schiffman, L. G. & Kanuk, L. L., 2010. *Consumer Behavior*. 10 editor. New Jersey: Prentice Hall.
  11. Ranoor, N. R. F., 2013. *Analysis of Consumer Behavior In Purchasing Decision As A Marketing Effort Obygn Space Surabaya Islamic Hospital With Marketing 3.0, Analisis Perilaku Konsumen Dalam Keputusan Pembelian Sebagai Upaya Pemasaran Ruang Obygn Rumah Sakit Islam Surabaya Dengan Marketing 3.0* Thesis. Surabaya: Health Policy Administration Program Faculty of Public Health Airlangga University.
  12. Napirah, R. M., Rahman, A. & Tony, A., 2016. *Factors Associated With Healthcare Utilization At Tambarana Public Health Center Region of Poso North Coast Poso District, Faktor-faktor Yang Berhubungan Dengan Pemanfaatan Pelayanan Kesehatan Di Wllayah Kerja Puskesmas Tambarana Kecamatan Poso Pesisir Utara Kabupaten Poso*. *Development Journal* Volume 4 No. 1, pp. 29-39.
  13. Simamora, B., 2008. *Consumer Behavior Research Guide, Panduan Riset Perilaku Konsumen..* Jakarta: Gramedia Pustaka Utama.
  14. Sangadji, E. M. & Sopiah, 2013. *Consumer Behavior; A Practical Approach accompanied by the Research Journal Association Yogyakarta, Perilaku Konsumen; Pendekatan Praktis disertai Himpunan Jurnal Penelitian. Yogyakarta.: ANDI*.
  15. Engel, J., 2006. *Consumer Behavior*. The six editors. Mason: Permissions Department, Thomson Business and Economics.