



## Analysis Behavior Use of Health Care Services Based on Perception and Motivation of Community in the Working Area of Community Health Center in Grogol of Kediri Regency

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### ABSTRACT

Public Health as institution of health service is claimed to give the certifiable and best service. Certifiable and good service aim to be satisfied society after getting service is for that needed by a good perception about service and also high motivation to do medication in Public Health. The Research target is to know the perception influence and motivate to behavior of exploiting of health service to Public Health Center in Grogol of Kediri Regency. The Analytic Design is correlation Research with the cross sectional. Population are of all Family Leader in countryside Wonoasri by FKTP Public Health in Grogol of Kediri Regency as many 164 by sample 116 taken with the technique of simple random sampling. Free variable (perception and motivate the service) and trussed by behavior of exploiting of health service, collected by questioner and analyzed with the Ordinal Regression Test. Result of research got most responder own the perception enough that is 73 responders (62,9%), mostly responder own the motivation that is 62 respondents.(53,4%), mostly responder own the behavior sometime that is 61 responders (52,6%), there is perception influence and motivate to behavior of exploiting of health service to Public Health in Grogol of Kediri Regency (p value  $0,000 < 0,05$ ). Good perception about service makes the society own the high motivation to do behavioral medication so that for the exploiting of health service become the goodness. It is concluded by that perception and motivation by exploiting of health service represent one union of factor pre disposition which is equipping each other or supporting each other.

**KEYWORD** : *perception, motivation, health service, medicine.*

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### INTRODUCTION

Public Health Center (PHC) as a health care institution is one of public service units that are also required to be able to provide the best service to the community. Therefore on this latest development Public Health Center always improve, ranging from excellent service, health centers now starting to ISO even no demands accredited. All of it is geared towards the creation of quality health services to achieve client satisfaction. In the process, customers can provide assessment services to officers start of input, process and even to output. Process can sometimes be the main focus of the customer ratings regarding the quality of services delivered. Therefore, there was rarely attempts quality control <sup>(1)</sup>. Its application covers aspects of assurance, tangible, empathy, reliability <sup>(2)</sup>.

The results of the study of DHO Kediri in 2015 to 5 health centers in the district of Kediri (UPTD PHC Ngasem, UPTD PHC Gurah, UPTD PHC Adan-Adan, UPTD PHC Gampengrejo and UPTD PHC Grogol) were obtained from 500 respondents 300 respondents (60% ) said it was satisfied with the services the clinic, but the remaining 200 respondents (40%) said they are not satisfied with the services received . From preliminary study the data internal audit of the audit team UPTD PHC Grogol Kediri during January and February 2016 shows the results of the survey of customer satisfaction showed a total of 50 respondents, 35 respondents (70%) say satisfied with the services provided, the remaining 15 respondents (30%) say not satisfied with the services provided. Preliminary study on UPTD PHC Grogol Kediri, dated January 20, 2016 against the 10 patients (from the villages of Cerme, Wonoasri, Sonorejo and Gambyok) found there were 7 patients (70%) who felt it was satisfied with the service received and there were 3 patients (30%)

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which is not satisfied. The identification results in the suggestion box found no feedback from customers that in less quick registration services, as well as in poly teeth, whereas in the laboratory sometimes officers are not present. The results of interviews with 10 patients of the desire take advantage of health services to the clinic again at any time if need be obtained by 4 patients (40%) will come again, 3 patients (30%) answered did not know and 3 patients (30%) say it will not come again. This illustrates patient loyalty in behavioral health service utilization to PHC Grogol is still less than the maximum. The purpose of this study was to investigate the influence of perception, motivation and behavior of Utilization of Community Health Services to PHC Grogol Kediri.

## RESEARCH METHODS

The Design of correlation is analytic research with cross sectional design. Population is all heads of household in the village Wonoasri with FKTP PHC Grogol Kediri regency as many to 116 samples are taken by simple random sampling technique. The independent variables (perception and motivation services) and is bound behavioral health service utilization, collected by questionnaire and analyzed by the ordinal regression test. The data was taken on March 2017

## RESEARCH RESULTS

### Characteristics of Subjects

Table 1. Characteristics of respondents in this study included age, education, employment, resources, perceptions, motivations and behaviors of health service utilization.

No	Characteristics	ΣN	Σ%
1	<b>Age (years)</b>		
	<20	14	21,1
	20-35	24	20,7
	<35	78	67,2
2	<b>Education</b>		
	Elm. School	94	81
	Secondary School	16	13,8
	University	6	5,2
3	<b>Jobs</b>		
	Unemployment	19	16,4
	Private	51	44
	Farmer	40	34,5
	Civil Servant	6	5,2
4	<b>Sources of information</b>		
	Print media	13	11,2
	The electronic media	20	17,2
	Health Staff	83	71,6
5	<b>Perception</b>		
	Less	23	19,8
	Enough	73	62,9
	Good	20	17,2
6	<b>Motivation</b>		
	Low	27	63
	moderate	62	37
	High	27	23,3
7	<b>behavior utilization</b>		
	Never	15	12,9
	Sometimes	61	52,6
	Always	40	34,5
	<b>Total</b>	<b>116</b>	<b>100</b>

According to the table 1 is recognized that most respondents aged > 35 years as many as 78 respondents (67.2%), basic education as much as 94 respondents (81%), working in the private sector as much as 51 respondents (44%), getting information about the quality of outpatient care from health officials as many as 83 respondents (71.6%), have enough perception about the quality of outpatient care as much as 73 respondents (62.9%), motivated by category were as many as 62

respondents (53.4%), having a service utilization behavior category health with sometimes as many as 61 respondents (52.6%).

Table 2: Results of Statistical Analysis Perception, Motivation, Perception and Motivation on Behavioral Health Care Utilization to PHC Grogol Kediri 2016

No	Variable 1	Variable 2	P	Conclusion
1.	Perception	Behavioral Health Services Utilization	0,001	There is an effect
2.	Motivation		0,000	There is an effect
3.	Perceptions and motivations		0,000	There is an effect

**Based on Table 2 is obtained:**

1. There is a perception of influence on the behavior of health care utilization of health services to PHC Grogol Kediri (p value 0.001 <0.05), then Ho is rejected.
2. There is a treatment motivation influence on the behavior of health care utilization to PHC Grogol Kediri (p value 0.000 <0.05 then Ho is rejected).
3. There is a perception and motivation influence on the behavior of health care utilization to PHC Grogol Kediri (p value 0,000 <0,05).

**DISCUSSION**

**Perception of Service Quality in PHC Grogol Kediri**

According to the table 1 is recognized that most respondents had sufficient perception about the quality of outpatient care as many as 73 respondents (62.9%). It is based on the following data analysis results are known most respondents aged > 35 years with the perception categorized quite as many as 47 respondents (40.5%). Respondents' most basic education to the perception categorized quite as many as 57 respondents (49.1%). Most respondents work in the private sector with the perception of the quality of outpatient services includes category quite as many as 33 respondents (28.4%). Respondents most never get information on the quality of service to the perception categorized quite as many as 73 respondents (62.9%). Most respondents get information from health workers with the perception of service quality including enough category were 51 respondents (44%). Perception (perception) is to know and choose a variety of objects in relation to the action to be taken which is the first level of practice, for example, a mother may choose nutritious foods for a toddler (3). Perception is the process by which individuals organize and interpret patterns of stimuli received from the environment. It captured through sensing, transformed into the central nervous system in the brain, then interpreted so that it contains a certain meaning. In the process of this interpretation also helped contribute our memories of past experience (4). Patient perception of quality of outpatient services in health centers generally show sufficient results. In accordance with the results of interviews with the patients who responded, the perception of patients the majority agreed that the physical appearance PHC Grogol from the waiting room to the examining room look is clean and comfortable, as well as statements about the clerk attractive, clean, tidy, polite to each patients, the majority also said to agree.

**Motivation Health Care Utilization**

According to the table 1 is recognized that most respondents have the motivation outpatient categories were as many as 62 respondents (53.4%). It is based on the following data results showed most respondents aged > 35 years with enough motivation categorized as many as 45 respondents (38.8%). Respondents' most basic education and motivation medium category is 48 respondents (41.4%). Respondents' most private lot with motivation outpatient medium category is as many as 27 respondents (23.3%). Respondents most never get information on the quality of service with the motivation category were as many as 62 respondents (53.4%). Most respondents get information from health professionals with motivation for treatment medium category as many as 43 respondents (37.1%). Motivation comes from the Latin meaning to move, which means the force or impulse that drives us to behave in certain ways (3). Motive is the impetus that has been tied to a goal, when a person feels hungry, it means he needs food. Motif refers to a systematic

relationship between a response or a set with a specific impulse. If the urge is innate, then the motive was the result of a learning process <sup>(5)</sup>. George R. Terry was quoted "motivation is the desire contained in a person who stimulated him to take action". Motivation is the basic impulse that drives a person to behave. This push is in a person who moves to do something corresponding boost in itself. Therefore the act of a person based on specific motivational containing accordance with the theme underlying motivation <sup>(6)</sup>. Factors influencing the motivation are the requirement, culture, leadership and structure of the family <sup>(7)</sup>.

### **Behavioral Health Services Utilization**

According to the table 1 is recognized that most respondents have a behavioral health service utilization by category sometimes as many as 61 respondents (52.6%). It is based on the following data age factor seen most respondents aged > 35 years with behavioral health service utilization category sometimes as many as 42 respondents (36.2%). Respondents most primary education with behavioral health service utilization category sometimes as many as 49 respondents (42.2%). Respondents' most private with behavioral treatment including category sometimes is as many as 27 respondents (23.3%). Respondents most never get information on the quality of outpatient care with behavioral health service utilization category sometimes as many as 61 respondents (52.6%). Most get information on the quality of outpatient care from health professionals with behavioral health service utilization category sometimes as many as 42 respondents (36.2%).

What is meant by the terms of the biological behavior, the behavior is an activity or activities of organisms (living things) concerned <sup>(3)</sup>. Behavior according to Skinner cited <sup>(8)</sup> is the result of the relationship between the stimulus (stimulus) and responses (response). Encyclopedia of American quoted behavior as an action and reaction of the organism to the environment. Factors that influence the behavior of other predisposing factors (predisposing factors) are such as knowledge, attitudes, values / culture, perceptions, beliefs. Enabling factors (enabling factors) are such as resource availability, affordability, references and skills. The driving factors (reinforcing factors) are such as attitudes and skills of health workers, Peers, Parents and Employers <sup>(3)</sup>.

### **Influence Perception of Health Services to Behavioral Health Services Utilization**

Based on Table 2 obtained no influence perceptions of health care to behavioral health service utilization to PHC Grogol Kediri (p value 0.001 < 0.05), then Ho is rejected. This is supported by the results of the analysis showed most respondents have enough perception with behavioral health service utilization category sometimes as many as 50 respondents (43.4%). Public perception of health care with less category is as many as 23 respondents (19.8%). It is influenced by ignorance of respondents would PHC Grogol because respondents have never come to utilize health services in health centers Grogol and also because the respondent has a habit of utilizing health services elsewhere.

Domain behavior (practice) there are several levels, one of which is the perception (perception). Perceptions regarding the use of the senses in activities such as bathing the baby properly, eat guizi balanced, perform outpatient treatment if sick and so forth. Society will come to the clinic in accordance with percetion of health centers to be chosen. Of course, the arrival of people associated with good health center services, be it clinical services, SMEs (Efforts in Public Health) health centers and administrative needs. According to Lawrence Green <sup>(3)</sup>, behavior is influenced predisposing factors (predisposing factors). Predisposing factors are internal factors that exist in individuals, families, groups or communities that facilitate individuals to behave as knowledge, attitudes, values, perceptions, and beliefs. So in this case the perception is one of the predisposing behavior.

### **Motivation Influence on Behavioral Health Services Utilization**

Based on Table 2 obtained no motivation influence on the behavior of health care utilization to PHC Grogol Kediri (p value 0.002 < 0.05 then Ho is rejected). Based on the results of analysis most respondents were motivated by behavioral health service utilization category sometimes as many as 42 respondents (36.7%). Behavioral health services utilization is certainly influenced by many factors. Before behaved most people would think the upside or downside, profit or loss, as

well as a variety of other considerations. It is included in theory also explained that many factors affect the motivation of people to seek treatment. In theory mentioned satisfaction becomes one of the factors that influence patient loyalty. Satisfaction itself in principle depends how the perception of the patient when he first came in and served. Oliver satisfaction according to the level of one's feelings after comparing the perceived outcome (of service received and perceived) to the expected. Influence Perception and Motivation on Behavioral Health Services Utilization Based on Table 2 obtained no influence perceptions and motivations of the behavior of health care utilization to PHC Grogol Kediri (p value 0,000 <0,05). A person's behavior, including behavioral treatment to health care units can be affected by many factors depending on which side saw it, for example, the behavior theory, the theory of marketing, management theory. Judging from Behavior Theory, then the person's behavior can be influenced predisposing factors, enabling factors and reinforcing factors as proposed Green in Notoatmodjo (2010). Predisposing factors have many kinds, one of which is the perception factor. While the motivation influence the behavior can be evaluated according to the theory of motivation. As has been described above that the motivation arises from the need (need)<sup>(9)</sup>. Needs (poor) can be viewed as flaws and demanding immediate fulfillment. This shortage situation serves as a force or impulse that causes a person to act to meet the needs<sup>(10)</sup>.

### CONCLUSIONS

1. Most respondents have enough perception about the quality of outpatient care as many as 73 respondents (62.9%).
2. Most of the respondents are motivated utilization of health services by category were as many as 62 respondents (53.4%).
3. Most of the respondents have a behavioral health service utilization by category sometimes as many as 61 respondents (52.6%).
4. There is a perception of influence on the behavior of health care utilization of health services to PHC Grogol Kediri (p value 0.001 <0.05), then Ho is rejected.
5. There is a motivational influence on the behavior of health care utilization to PHC Grogol Kediri (p value 0.002 <0.05 then Ho is rejected).
6. There is a perception and motivation influence on the behavior of health care utilization to PHC Grogol Kediri (p value 0,000 <0,05).

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