

Patient Preferences on Decisions of Choosing Obgyn Polyclinic Services

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Abstract: Patient preferences can be interpreted as the tendency of patients to choose health services according to perceived perceptions. Based on the survey results it can be seen the average difference in the number of patient visits between hospitals. The difference in the number of visits indicates there are factors which according to the patient play a role in the selection of Obgyn Polyclinic services. This study aims to evaluate the influence of patient preferences on the decision to choose Obgyn Polyclinic services. The type of research was a quantitative survey using a cross-sectional approach with accidental sampling techniques. Determination of the samples number was done by using the proportional allocation formula on 280 patients so that a sample of 63 respondents was obtained. Data were analyzed using logistic regression tests. Based on the results of the analysis it can be seen that on average about 51-89% consider factors of the role of family, service quality, promotion, price, and place affect patient preferences in service selection decisions. Based on the multivariate final model the variables of family role, service quality, promotion and location are the biggest predictors in service selection decisions. Meanwhile, service quality, price and place variables are the biggest predictors in service selection decisions.

1 INTRODUCTION

The development of science and technology has led to many choices of goods and services in all sectors including the health service sector. Health is a service sector that has a fairly rapid growth rate in the service business. This can be seen by the increasing demands of the community for quality medical services, thus making the community more selective in the selection of health services. One health facility which is considered the most rapidly developing hospital. At this time the direction of hospitals in Indonesia has shifted towards profit oriented, this is due to Indonesia's entry into free market competition which requires the public to change the way of viewing hospital services. The increasing number of hospitals is what makes each hospital compete with each other to get customers.

In marketing its services, every hospital must know how perceptions or forms of consumer behavior (patients) in order to win the competition. A company needs to identify the forms of consumer behavior and the factors that influence purchasing decisions. Philip and Kotler (2015) argue that consumer behavior is the study of how individuals, groups and organizations

choose, buy, use, and how goods, services, ideas, or experiences can satisfy their needs and desires. The model of consumer behavior is caused by marketing stimuli (products, prices, places and promotions) and other stimuli such as economics, technology, politics, and culture which can shape the preferences of buyers.

According to Kotler (2015), the decision to buy is a step for users who already have a choice in carrying out transactions with a commitment to make payments with the right to own or use service goods. According to Peter and Olson (2016) purchasing decisions are a step of combining knowledge to assess many alternative behaviors and select them. Consumers have a target or which behavior will be implemented in order to reach the target in the decision making stage. It was also explained that problem solving is a continuous reciprocal flow that occurs between environmental factors, cognitive and affective steps and behavior. The initial stage is to understand the occurrence of the problem, then an assessment of the available alternatives and the selection of steps is deemed appropriate. In the next stage, the transaction is realized in action, then the product will be utilized and the consumer will

reassess what he has chosen, this is what is often referred to as the preference of the customer.

Patient preference itself can be interpreted as how the patient's tendency in choosing health services according to perceived perceptions (Basteimejer, 2019; Turnip et al, 2020; Wijaya et al, 2019). Understanding of patient preferences is what is considered important to know every hospital in order to improve the quality of service so that patients feel satisfied and loyal in making service decisions.

Stella Maris Hospital is one of the hospitals located in Medan. The hospital has a number of integrated polyclinics that help treat patients' health problems. One of the hospital's mainstay polyclinics with the highest number of visits is the Obgyn Polyclinic. As a hospital that focuses on maternal and child care, Stella Maris Hospital has maternity services with operating room facilities, delivery rooms, ICU, NICU, perinatal room, healthy baby room and laboratory for examinations.

Within the last 7 months in 2019, Obgyn Polyclinic at Stella Maris Hospital was recorded as having a very high number of visits, this can be seen from the number of visits in January alone which reached 2413 patients, in February as many as 2170, March as many as 2395 patients, in April there were 2100 patients, in May there were 2600 patients, in June there were 2138 patients, and in July it reached 2593 patients. From these data it appears that indeed very many patients who choose to use either maternity services or treatment at the Obgyn Polyclinic Stella Maris Hospital.

Besides Stella Maris Hospital, also has several hospitals that provide Obgyn Polyclinic services, one of which is Sarah Hospital. Unlike the Stella Maris Hospital, data on patient visits coming to the Obgyn Polyclinic service at Sarah Hospital experienced fluctuations. This can be seen from the number of patient visits in the last 7 months in 2019. In January the number of patient visits was 651 patients, a decrease in February was 555 patients, and increased again in March by 665 patients. Back down in April as many as 597 patients, up again in May as many as 653 patients, but decreased in June which only reached 481 patients, and in July last rose again reaching as many as 579 patients.

Based on these data, it can be seen that there are differences in the average number of patient visits between Stella Maris Hospital and Sarah Hospital. The difference in the number of visits indicates that there are indeed factors which according to the patient play a role in the selection of Obgyn Polyclinic services in a hospital. Therefore, the hospital is considered necessary to know and analyze the factors

that influence the behavior of patients in making decisions.

Understanding of patient behavior is useful to be able to reach patients, serve patients effectively and efficiently and provide input for hospital marketing strategies going forward, so that the number of patient visits can increase. Mosadeghrad (2014) found that the choice of patients for a hospital in the UK was influenced by several reasons including the type of hospital, service rates, facilities, and reputation of the hospital. Patient preference in recent years has also become an interesting topic of discussion at the Asian level. Ryu et al (2017) argues that the characteristics of health institutions and the sociodemographic characteristics of patients are the aspects that most impact on the sick in deciding to choose certain hospital services.

Research conducted by Widyasari (2005) found that patient preferences are influenced by service quality, building cleanliness, and service rates. The results of Umayya's study (2017) state that service quality and rates have an impact on patient preferences. Rahmat (2013) found that the image of a hospital had a positive effect on the preferences of sick people in choosing health services. Patient characteristics such as social, demographic, environmental, and economic have a significant impact on patient preferences in choosing hospital services

Ryan (2018) in his review of several literature found a fairly strong relationship between the psychological influence and the patient's situational environment on the choice of health clinics. Becker (2019) added that hospital rate is the main predictor of the decision to choose private hospital services. This is associated with differences in social and economic classes in society. Leutner (2017) also concludes that socio-cultural factors including family, coworkers, and culture play a role in the selection of one's health services. Other studies have found that personality and lifestyle factors of patients influence the reasons for choosing a hospital to give birth to their baby (Bouce, 2018). De las (2019) and Brahman (2020) argue that the role of the family, especially the mother-in-law, is very large in the decision to choose which hospital to choose as a place to give birth. While Miller (2019) found the experience of peers and social class to be the top indicator of the selection of beauty clinics. Smith (2017), Morrow (2018) and Hashimoto (2019) conclude that marketing strategies also have a strong influence on the reasons consumers choose health services.

From the results of previous studies no one has examined patient preferences from the combined aspects of sociocultural and marketing strategies. For this reason, this research will discuss in more depth how much influence the preferences on service decision making at two different hospitals.

2 METHOD

The design of this study uses a cross sectional method that is research that emphasizes the measurement time or observation of independent and dependent variable data only one time at a time. The location of the study was conducted at the Obgyn Polyclinic at Stella Maris Hospital and Sarah General Hospital, which was conducted from July-September 2019. The population in this study was 3172 people. The sampling technique uses accidental sampling technique with the inclusion criteria of patients who are undergoing treatment at the Obgyn Polyclinic. Determination of sample size using the formula sample size in a limited population and obtained the number of samples in this study was 343 people. Determination of the number of samples in each hospital was carried out using the proportional allocation formula so that the number of samples for Stella Maris Hospital was obtained as many as 282 people and Sarah Hospital as many as 63 people.

The independent variable in this study was patient preference which included, family role, reference group, culture, service quality, promotion price and place. While the dependent variable is the decision to choose a service. Primary data collection is done by using questionnaires and interviews. The research questionnaire contained questions about patient preferences and service choice decisions, which were assessed using the Guttman scale. If a positive answer or yes is given a score of 1, while for a negative answer or not given a score of 0. If the score is converted in percentage it can be translated for an answer yes score $1 = 1 \times 100\% = 100\%$, while the answer is not given a score of $0 = 0 \times 0\% = 0\%$.

Interviews were conducted based on a questionnaire that had previously been tested for validity and reliability. Where from the 45 question items the results of the validity test each question item has a value > 0.361 so that all questions on this questionnaire are declared valid. Likewise with the data reliability test, it obtained an Cronbach alpha value of > 0.60 , it can be concluded that the questionnaire was reliable and could be distributed to respondents to be used as research instruments.

The data were analyzed using the chi-square test to see the relationship between the independent variables and the dependent variable. Followed by a logistic regression test to see the overall effect of the independent variables on the dependent variable. The research scheme can be seen in Figure 1.

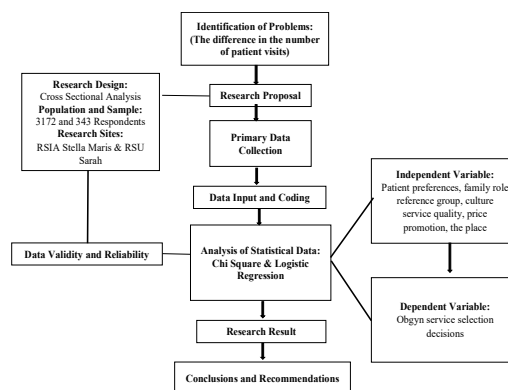


Figure 1 Research Schema

3 RESULTS AND DISCUSSIONS

3.1 Univariate Analysis

Univariate analysis basically aims to describe each of the variables including the characteristics of the respondent, the independent variable and the dependent variable using the frequency distribution Table. Frequency distribution of respondent characteristics based on demographic data which includes gender, age, education, occupation and income.

Based on its characteristics, the observed 282 respondents, the majority of respondents aged < 30 years there were 180 respondents (63.8%), had tertiary education about 165 respondents (58.5%), types of self-employed were 87 respondents (30.9%), with income $> \text{Rp. } 3,000,000$ about 243 people (86.2%).

The 63 respondents observed, majority of respondents aged < 30 years old were 35 respondents (55.6%), had tertiary education about 39 respondents (61.9%), other types of work were 24 respondents (38.1%), with income $> \text{Rp. } 3,000,000$ there were 52 respondents (82.5%).

3.2 Bivariate Analysis

The next stage of descriptive analysis was bivariate analysis. Bivariate analysis was performed using chi square test with significance level $(\alpha) = 0.05$. The purpose of this analysis was to observe whether there

is a relationship between the independent variable and the dependent variable. The results of the chi square analysis can be seen in Table 1.

Table 1. Chi square Analysis Results

Variables	Stella Maris Hospital	Sarah Hospital
	p-value	
Family Role	0,042	0,446
Reference group	0,451	0,354
Culture	0,198	0,232
Service quality	0,001	0,039
Price	0,282	0,013
Promotion	0,001	0,301
Location	0,001	0,026

Based on the analysis results, it can be seen at Stella Marris Hospital, family role variables, service quality, promotion, and place have a value of $p < \alpha$, then it can be concluded that there is a significant relationship between family role variables, service quality, promotion, and place with patient preferences. Whereas at the Sarah General Hospital service quality, price, and place variables have a value of $p < \alpha$, it can be concluded that there is a significant relationship between variables of service quality, price, and place with patient preferences.

3.3 Multivariate Analysis

Further analysis of chi square was multivariate analysis with logistic regression. The purpose of multivariate analysis is to find out which independent variable most influences the dependent variable. Variables that can be carried out by multivariate analysis are variables which in the results of bivariate analysis have p values < 0.25 . Multivariate analysis used was multiple logistic regression analysis with prediction models, the results of the analysis can be seen in Tables 2 & 3.

Table 2. Results of Logistic Regression Analysis at Obgyn Polyclinic at Stella Maris Hospital

Variables	B	S.E	Walid	Df	p-value	OR
Family Role	0,2	1,0	2,4	1	0,00	3,0
	11	90	70			
Service quality	0,2	1,0	2,9	1	0,00	5,2
	56	87	12			
Promotion	0,9	1,0	5,6	1	0,02	4,7
	21	34	89			
Location	0,2	1,0	3,1	1	0,00	2,3
	01	22	09			

Based on Table 2, it can be seen the final model of the influence of family role, service quality, promotion and location variables on patient preferences in service selection decisions. The results show that all variables have a value of $p < 0.05$ and it can be concluded that the role of family, service quality, promotion and place significantly influence patient preferences in service selection decisions.

Prediction of service selection decisions that are influenced by the role of family, service quality, promotion and place can be explained as follows: the role of family regression coefficient (β) or OR is positive, meaning that the better the role of the family has the opportunity to increase patient preferences in service selection decisions by 3.003 times more positive when compared with the role of the family that is not good. On the service quality variable the value of the regression coefficient (β) or OR is positive, meaning that the better the quality of service, the chance to increase patient preferences in service selection decisions as much as 5.292 times more positive when compared to poor service quality. In the promotion variable, the regression coefficient (β) or OR is positive, meaning that the better the promotion has the opportunity to increase patient preferences in service selection decisions as much as 4,769 times more positive when compared to promotions that are considered less good. In the place variable the value of the regression coefficient (β) or OR is positive, meaning that the better the place has the opportunity to increase patient preferences in service selection decisions as much as 2.303 times more positive when compared to the less good place.

Table 3. Results of Logistic Regression Analysis in Obgyn Polyclinics at Sarah General Hospital

Variables	B	S.E	Walid	Df	p-value	OR
Service quality	0,7	0,99	4,40	1	0,00	3,62
	62	9	8			
Price	0,9	1,09	3,29	1	0,00	5,47
	02	1	0			
Location	0,8	1,02	5,21	1	0,01	1,28
	21	5	4			

Next, in Table 3 the final model can be seen from the influence of variables of service quality, price and location on patient preferences in service selection decisions. The results show that all variables have a value of $p < 0.05$. This means that all independent variables (service quality, price and place) significantly influence the dependent variable (patient preferences in service selection decisions).

Prediction of service selection decisions that are influenced by service quality, price and place can be explained as follows: on service quality the value of the regression coefficient (OR) or OR is positive, meaning that the better the quality of service the opportunity to increase patient preferences in service selection decisions by 3,622 times positive when compared with the quality of service that is less good. In the price variable the value of the regression coefficient (β) or OR is positive, meaning that the more appropriate price, the opportunity to increase patient preferences in service selection decisions as much as 5.475 times more positive when compared to prices that are less appropriate. In the variable place the value of the regression coefficient (β) or OR is positive, meaning that the better the place has the opportunity to increase patient preferences in service selection decisions as much as 1,281 times more positive if compared to the place considered less good.

Table 4. Differences in Factors Influencing Patients' Preferences in Obgyn Polyclinic Service Selection Decisions at the Stella Maris Hospital and Sarah Hospital

No	Variables	Obgyn Polyclinic Hospital			
		Stella Maris Hospital		Sarah Hospital	
		Take effect	No effect	Take effect	No effect
1	Role of the Family	√	-	-	-
2	Reference group	-	-	-	-
3	Culture	-	-	-	-
4	Service quality	√	-	√	-
5	Price	-	-	√	-
6	Promotion	√	-	-	-
7	Place	√	-	√	-

Based on the Table 4, it can be seen the differences of the factors that influence patient preferences in the selection of Obgyn Polyclinic services. The analysis showed that at Stella Maris Hospital there are four variables that influence patient preferences in service selection, namely the role of family, service quality, promotion, and place. Whereas at Sarah Hospital, there are only three variables that influence patient preferences in the selection of services in terms of quality of service, price, and place.

3.3.1 Influence of Family Roles with Patient Preferences in Obgyn Polyclinic Service Selection Decisions

Based on the analysis results it can be seen that the comparison according to family role variables, where there is a difference between the role of the family between patient preferences at Stella Maris Hospital and Sarah Hospital. At Stella Maris Hospital it was found that from 282 respondents who were observed, there are 213 people who assess the family role with 194 people (91.1%) of whom have positive patient preferences, while 19 people (8.9%) the rest have negative patient preferences. Furthermore, there were 69 people who rated the family not playing a role with 42 people (60.9%) of whom had positive preferences, while 27 people (39.1%) the rest have negative patient preferences. While at Sarah Hospital, of the 63 respondents observed, there were 31 people who rated the family as having a role with 17 people (54.8%) of whom had positive patient preferences, while the remaining 14 (45.2%) had negative patient preferences. Furthermore, there were 32 people who rated the family as not playing a role with 21 people (65.6%) of whom had positive preferences, while the remaining 11 people (34.4%) had negative patient preferences.

For most consumers, family is the main reference for various attitudes and behaviors. The family is the main target market for most products and product categories. Like most basic urban groups, family is defined as two or more people, who are linked by blood ties, marriage, or adoption who live together. There are three types of families, including husband and wife, nuclear family and extended family.

In a family, the term socialization function is known as the main function of the family. Other family functions include providing economic and emotional support, and the lifestyle of family members (Schiffman, 2015). Members of a family assume a special role in carrying out their daily tasks, which role or task can extend to the area of decision making to buy as a service user. The key roles of family members as service users include people who influence, decision makers, buyers, people who prepare, service users and regulators. The role of the family which is illustrated in this case is the time when the patient uses Obgyn polyclinic service in the hospital which is always accompanied by the family.

In addition, after observing, it turns out the patient's family is not just to accompany or look after the patient. But more than that, the family acts as an influencer that influences patient decisions in the choice of hospital services. Relatives or families who

have used health services at the hospital provide an overview and information related to the services provided at the hospital so that patients become convinced to choose the hospital.

Decisions in service selection can be influenced by several factors, one of which is an internal factor. The influence of internal or personal factors can take the form of perception, motivation and involvement, knowledge, attitude, learning, age group, lifestyle and family. This factor is considered to have played an important role in consumer decision making related to hospital service selection. The role of the family is a factor that has a high involvement in the selection of services. This is based on the fact that within a family between one family member and another family member has a large influence and role when making daily purchases is no exception in the selection of hospital services (Sangadji, 2013).

Some opinions related to marketing, many recognize that a person's attitude and behavior in using a product or service is mainly influenced by his family. When choosing a poly obgyn service at a hospital, patients who have never previously used services at the hospital will usually seek some information or opinions from other families who have used services at the hospital. Opinions from other families allow patients to get a more complete and reliable picture of the services obtained from the hospital. The results of this study are in line with the results of Rahmania's research (2014) which states that the families considered to have a greater chance of influencing the decision to choose a hospital. Research conducted by Flatley (2013) found that recommendations from families who have never used a health service affect patient preferences in choosing that health service.

3.3.2 Influence of Service Quality with Patient Preferences in Obgyn Polyclinic Service Selection Decisions

In the results of descriptive analysis related to service quality variables at Stella Maris Hospital shows, of the 282 respondents observed, there were 252 people who rated good service quality with 221 people (87.7%) of whom had positive patient preferences, while 31 people (12.3%) the rest had negative patient preferences. Furthermore, there were 30 people who rated service quality as poor with 15 people (50.0%) of whom had positive preferences, while the remaining 15 people (50.0%) had negative patient preferences. Similarly, the results of descriptive analysis related to service quality variables at Sarah's Hospital showed that, of the 63 respondents observed,

there were 50 people who rated good service quality with 31 people (62.0%) of whom had positive patient preferences, while 19 people (38.0%) the rest had negative patient preferences. Furthermore, there were 13 people who rated the service quality as not good with 7 people (53.8%) of whom had positive preferences, while 6 people (46.2%) had the remaining negative patient preferences.

Kotler et al (2015) formulated that quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds expectations. Parasuraman (1994) suggests five dimensions of service quality. The first dimension is reliability, that is, the ability to deliver the promised service accurately and the ability to be reliably reliably, especially providing services on time, in the same manner as the promised schedule, and without mistakes. The second dimension was responsiveness, which is the willingness or desire of employees to help provide services needed by consumers. The third dimension was assurance which includes knowledge, ability, friendliness, courtesy, and trustworthiness from personal contacts to eliminate the nature of consumer doubts and make them feel free from danger and risk. The fourth dimension was empathy, which includes the attitude of personal or company contacts to understand the needs and difficulties, consumers, good communication, personal attention, and the ease of communication or relationships. The fifth or final dimension was physical products (tangibles), and others that can and must be in the service process.

3.3.3 Influence of Price with Patient Preferences in Obgyn Polyclinic Service Selection Decisions

Based on the results of the analysis, it can be seen the comparison according to the price variable, where there is a difference between the prices between patient preferences at Stella Maris Hospital and Sarah Hospital. At Stella Maris Hospital it was found that of the 282 respondents observed, there were 156 people who rated prices according to 143 people (91.7%) of whom had positive patient preferences, while 13 people (8.3%) had the remaining patient preferences negative ones. Furthermore, there were 126 people who considered the price to be incompatible with 93 people (73.8%) of whom had positive preferences, while 33 people (26.2%) had the remaining negative patient preferences. Different things are shown from the results of descriptive analysis related to price variables at Sarah's Hospital showing, of the 63 respondents observed, there were

45 people who rated prices according to 24 people (53.3%) of whom had positive patient preferences, while 21 people (46.7%) the rest had negative patient preferences. Furthermore, there were 18 people who rated the price as incompatible with 14 people (77.8%) of whom had positive preferences, while the remaining 4 people (22.2%) had negative patient preferences.

Price is an element of the marketing mix that contributes revenue or income to the company as well as a flexible marketing mix element, which means it can be replaced immediately. According to Kotler (2015), price is the amount of money that becomes an obligation for consumers to be paid to get a product or service that is needed or desired by consumers. Price is the amount of money needed to be exchanged for a product or service that can meet consumer needs. Price has the main function on patient preference.

3.3.4 Influence of Promotion with Patient Preferences in Obgyn Polyclinic Service Selection Decisions

Based on the results of the analysis, it can be seen the comparison according to the price variable, where there is a difference between the prices between patient preferences at Stella Maris Hospital and Sarah Hospital. At Stella Maris Hospital it was found that of the 282 respondents observed, there were 256 people who rated good promotion with 236 people (92.2%) of whom had positive patient preferences, while 20 people (7.8%) had the remaining patient preferences negative ones. Furthermore, there were 26 people who rated the promotion as not good with 0 people (0.0%) of whom had positive preferences, while the remaining 26 people (100.0%) had negative patient preferences.

Different things are shown from the results of descriptive analysis related to promotion variables at Sarah's Hospital showing, of the 63 respondents observed, there were 29 people who rated the promotion well with 15 people (51.7%) of whom had positive patient preferences, while 14 people (48.3%) the rest have negative patient preferences. Furthermore, there were 34 people who rated the promotion as not good with 23 people (67.6%) of whom had positive preferences, while the remaining 11 people (32.4%) had negative patient preferences.

Basically promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers. The purpose of promotion was to modify consumer behavior, inform or inform the product to consumers, and

persuade and motivate consumers to want to buy the product offered, and finally remind consumers about the product so they do not switch to another product. There were 4 types of activities in the promotion of a product, among others, advertising, individual sales, sales promotion, and publicity (Sangadji, 2013).

In relation to hospitals, publicity is the activity that should be most highlighted in a hospital's promotional activities. Publicity activities that can be carried out, for example, are health seminars that invite the general public, where activities can be informed about hospitals, services and facilities. Social service to the community around the hospital can also be an effective means of publicity. Hospital website optimization by adding health information and online consultation can also be an alternative promotion.

The results of this study support the results of previous studies such as the Mosadeqhrad (2014) study which found that promotion is one of the factors that influence patient preferences in choosing outpatient services in a hospital. Schuldts (2017) found that in Germany patients made the decision to choose hospital services based on information obtained from the hospital's website. The patient compares the information he gets from several hospital websites so that he can decide which hospital is providing the most appropriate service for him.

3.3.5 Influence of Location with Patient Preferences in Obgyn Polyclinic Service Selection Decisions

In the results of descriptive analysis related to the variable place in Stella Maris Hospital shows, of the 282 respondents observed, there were 237 people who rated the place well with 226 people (95.4%) of whom had positive patient preferences, while 11 people (4, 6%) the rest have negative patient preferences. Furthermore, there were 45 people who rated the place as not good with 10 people (22.2%) of whom had positive preferences, while 35 people (77.8%) had the remaining negative patient preferences.

Similarly, the results of descriptive analysis related to the variable place in Sarah's Hospital showed, of the 63 respondents observed, there were 44 people who rated a good place with 24 people (54.5%) of whom had positive patient preferences, while 20 people (45,5%) the rest have negative patient preferences. Furthermore, there were 19 people who rated the place as not good with 14 people (73.3%) of whom had positive preferences, while 5

people (26.3%) had the remaining negative patient preferences.

Location or place was an easy access and appearance and overall condition. Location of service facilities is a crucial factor that influences the success of a service because it is highly related to the formation of customer perception. Customers' perceptions of a service can also be influenced by the atmosphere formed by the exterior and interior of the relevant service facilities. The elegant atmosphere often gives rise to a perception of certain social statuses, a warm atmosphere generates a perception of comfort, and a professional atmosphere creates a perception of security and trust among customers.

4 CONCLUSIONS

Based on the results of the analysis it can be seen that on average about 51-89% consider factors of family role, service quality, promotion, price and place to influence patient preferences in service selection decisions at the Obgyn Polyclinic. Based on the multivariate final model, the variables of family role, service quality, promotion and location are the biggest predictors in the decision to select Obgyn Polyclinic services..

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