

Analysis of Factors Influencing the Number of Inpatient Visits at Catharina 1914 General Hospital Range

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Abstract

Hospitals are one type of individual health care facility that is a very important health resource for carrying out health efforts. The development and growth of the increasing number of hospitals have given the public many choices. One of the services that can be chosen by the public is inpatient care. The behavior of customers/consumers in making decisions to choose health care facilities in hospitals is influenced by several factors/components. The higher the decision-making made by consumers in a hospital, the more it will affect many things, such as increasing hospital profits, thus ensuring the sustainability of the hospital and improving the quality of the hospital. The purpose of this study was to determine the factors that influence the number of inpatient visits at General Hospital Catharina 1914 Kisaran. This type of research is quantitative research. Data were obtained from 180 respondents who were inpatients. Data processing with the Classical Assumption Test using the assistance of the Statistical Package For The Social Science (SPSS). From the results of the study, it was partially known that the factors influencing the number of inpatient visits were the service of the officers as well as the location and accessibility. Meanwhile, it is known simultaneously that the service of officers, facilities, costs, location and accessibility have a simultaneous effect on the number of visits by inpatients at General Hospital Catharina 1914 Kisaran.

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1. INTRODUCTION

Hospitals are an integral part of the health service system that plays an important role in improving public health. As an institution that provides curative and rehabilitative health services, hospitals are required to be able to meet patient expectations and needs professionally and humanely (Azrul, 2016). In the era of globalization and increasingly tight competition in the health industry, hospitals must improve, both in terms of facilities, human resources, and service quality (Yamini, 2022).

In Indonesia, the growth in the number of hospitals gives people more choices in accessing health services. One form of service that is very crucial is health services. take care inpatient, namely care given to patients by occupying a bed for the purposes of observation, diagnosis, treatment, and medical rehabilitation (Minister of Health Regulation No. 12 of 2013). In choosing an inpatient facility, patient behavior is greatly influenced by factors such as staff service, facilities, costs, and location and accessibility (Kotler & Keller, 2016).

Catharina General Hospital 1914 Kisaran is one of the private hospitals in North Sumatra that provides inpatient services through several care units such as PRB,

Flamboyant, Melati, Mawar, and Dahlia. Based on an initial survey conducted by researchers at Catharina General Hospital 1914 Kisaran, data on the number of inpatient visits during the past year has been obtained which can be seen in the following table:

Table 1. Inpatient Visits in 2024

Month	Inpatient Visits		Total Patients
	General Patient	BPJS Patients	
January	35	338	373
February	43	275	318
March	32	278	310
April	33	304	337
May	30	338	368
June	44	312	356
July	27	333	360
August	30	329	359
September	32	363	395
October	34	371	405
November	38	340	378
December	25	330	355
Total	403	3,911	4,314

Data source: Medical Records 2024

Based on medical record data from 2024, a total of 4,314 inpatient visits were recorded, consisting of 403 general patients and 3,911 BPJS patients. However, the data shows fluctuations in the number of visits, with the highest peak in October (405 patients) and a sharp decline in December (355 patients). This instability may indicate suboptimal service factors and have an impact on decreasing patient interest in using inpatient services at the hospital.

In the context of consumer behavior, the decision to choose a hospital is influenced by perceptions of service quality, availability of facilities, costs incurred, and ease of access to the location (Setyowati et al., 2020). If the hospital is unable to meet patient expectations, satisfaction will decrease, leading to reduced loyalty and repeat visits (Kessler & Mylod, 2009). Therefore, analysis of the factors that influence inpatient visits is very important to ensure the sustainability and competitiveness of the hospital.

Based on this background, this study aims to analyze the influence of staff services, facilities, costs, and location and accessibility on the number of inpatient visits at Catharina 1914 Kisaran General Hospital.

2. METHOD

This study uses a quantitative descriptive analytical method with a survey approach. The purpose of the study was to analyze the factors that influence the number of inpatient visits at Catharina 1914 Kisaran General Hospital.

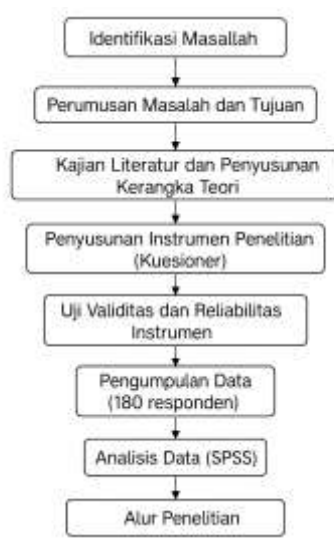
Population and Sample

The population in this study were all inpatients at Catharina 1914 Kisaran General Hospital during the period of 2024. The population size was not stated explicitly, but a sample of 180 respondents was taken, who were active inpatients when the study was

conducted. The sampling technique used was accidental sampling, which is taken based on anyone who meets the criteria and is willing to be a respondent at that time.

Data Collection Techniques

Data were collected through a closed questionnaire compiled based on indicators of each variable: officer service, facilities, costs, location and accessibility, and number of patient visits. The instrument was tested first to ensure its validity and reliability. In addition, researchers also documented patient visit data from medical records to support the analysis.



3. RESULTS AND DISCUSSION

The partial test results showed that the service of officers had a significant influence on the number of inpatient visits ($p = 0.000 < 0.05$). This indicates that the services provided by medical personnel, both in terms of attitude, speed, skills, and empathy, are the main considerations for patients in choosing a hospital. In the context of health services, patients tend to prioritize direct interaction experiences that form a sense of trust and security during treatment. The SERVQUAL theory (Parasuraman et al., 1985) emphasizes that the dimensions of responsiveness and assurance play an important role in creating a perception of good service quality. So, it is not surprising that the service of officers is a dominant factor in increasing the number of visits. Previous studies by Rochmiati et al. (2019) and Kasuba et al. (2018) also showed that excellent service from health workers greatly influences patients' decisions to seek repeat treatment at the same place.

In contrast to the facility variable, which in this study did not have a significant effect on the number of patient visits ($p = 0.162 > 0.05$). Although RSU Catharina 1914 Kisaran has standard health service facilities, this factor is not strong enough to influence patient choices. This can be explained through the patient's perspective which focuses more on the results and experience of the service rather than the physical form or completeness of the facilities. In addition, most patients are BPJS participants, who tend to prioritize the affordability and speed of service rather than the comfort of the facilities. Lovelock & Wirtz (2016) explain that in service, the success of the service is more determined by core service aspects such as interactions with officers, compared to peripheral aspects such as physical facilities. These results are slightly different from the findings of Afifah et al. (2022) who studied large hospitals in urban areas and found that facilities were an important factor in patient decisions.

The cost variable also did not have a significant effect on the number of visits ($p =$

0.073 > 0.05). The fact that most patients are BPJS participants indicates that the financing aspect has been subsidized, so it is not a major obstacle in the decision to seek treatment. In this context, patient perceptions of service prices become less relevant because the costs have been covered by the government. The consumer behavior model in health services explains that when the cost factor is no longer a direct burden, patients will shift their focus to the quality and convenience of the service. Gozal et al. (2021) in their study of outpatients also showed that in the health insurance system, cost is not the main determinant of patient preferences.

Meanwhile, the location and accessibility variables have a significant effect on the number of patient visits ($p = 0.011 < 0.05$). The strategic location of the hospital, easy to reach by public transportation, and the support of transportation services such as ambulances, are a special attraction for patients. The location of the hospital close to the city center speeds up the travel time for patients in emergency conditions, which indirectly affects the perception of service quality. These results are in line with Andersen's (1995) theory in the Health Seeking Behavior model, which states that enabling factors such as access and transportation play a major role in the decision to seek health services. Research by Putri et al. (2024) also supports that ease of access is a significant variable in increasing visits to health facilities.

Simultaneously, the four independent variables were proven to have a significant effect on the number of inpatient visits ($p = 0.000 < 0.05$) with an Adjusted R^2 value of 0.612. This means that 61.2% of the variation in patient visits can be explained by a combination of staff services, facilities, costs, and location/accessibility. The remaining 38.8% is influenced by other factors not analyzed in this study, such as hospital reputation, promotion, quality of specialist doctors, or recommendations from the social environment.

Thus, the results of this study successfully answered the formulation of the problem and hypothesis that had been submitted previously. Staff service and accessibility proved to be two main factors that need to be considered by hospital management in increasing the number of inpatient visits. Hospitals need to strengthen aspects of empathy-based and responsive services, while maintaining location advantages and ease of access.

4. CONCLUSION

Based on the analysis conducted in this study, the following conclusions can be drawn:

- a. There is an influence of officer service on inpatient visits at Catharina 1914 Kisaran General Hospital. The regression coefficient value of the officer service variable is positive, which means that if officer service increases, the number of inpatient visits will also increase. Conversely, if officer service decreases, the number of inpatient visits will also decrease.
- b. There is no influence of facilities on inpatient visits at Catharina 1914 Kisaran General Hospital, meaning that facilities do not determine the number of inpatient visits.
- c. There is no influence of costs on inpatient visits at Catharina 1914 Kisaran General Hospital, meaning that costs do not determine the number of inpatient visits.
- d. There is an influence of location and accessibility on inpatient visits at Catharina 1914 Kisaran General Hospital. The regression coefficient values of the location and accessibility variables are positive, which means that if the location and accessibility are easy, the number of inpatient visits will also increase. Conversely, if the location and accessibility are difficult, the number of inpatient visits will also decrease.
- e. There is an influence of staff service, facilities, costs, location and accessibility simultaneously on inpatient visits at Catharina 1914 Kisaran General Hospital. This

result is also supported by the regression coefficient value for each independent variable which is overall positive.

5. SUGGESTION

The things that can be suggested based on the results obtained in this study are as follows:

- a. Encourage the improvement of the performance of the officers' services by continuously making improvements in carrying out their duties in their respective units. This is one of the determinants of the success of the health services provided so that the goals of the organization in this case the hospital are achieved in providing quality and quality services for the health services provided so that it can increase patient visits at the Catharina 1914 Kisaran General Hospital.
- b. Maintaining and preserving the facilities and infrastructure owned by the hospital to facilitate the service process for inpatients.
- c. Maintaining or even increasing treatment rates according to the care needed by patients, which can increase hospital income in terms of financing.
- d. Maintaining and continuing to provide service facilities to pick up patients who want to be hospitalized at the patient's home location using the hospital's ambulance. This is one of the things that makes it easier for patients and their families to get to the hospital location.
- e. Making efforts to increase the number of patient visits by conducting promotions, improving supporting service facilities and infrastructure, improving the value perceived by patients towards services and improving the quality of services provided by the hospital.
- f. This study only analyzed four factors that influence inpatient visits, so further research is needed to examine other factors that have not been analyzed that can influence inpatient visits such as patient satisfaction factors, marketing strategies, image and hospital promotion.

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