The Analysis Factors Affecting Interest In Medication Of Receipt Help Aid Bpjs Participant In Balowerti Public Health Center Kediri City

Alberd Ronaldi Tule¹, Sandu Siyoto ², Mayta Sari Dwianggimawati ², Muhammad Ali Sodik ²

¹Dinas Kesehatan Kupang
²STIKes Surya Mitra Husada Kediri
alisodik2012@gmail.com

BACKGROUND

Social Security Administering Agency (BPJS) is a social insurance provider institution so that with social security, the financial risks faced by a person, whether due to entering the productive age, experiencing illness, accidents, and even death, will be taken over by an institution that provides social security (BPJS, 2014). Utilization of services financed by BPJS is influenced by one's perception of healthy and sick. The concept of healthy and sick is actually not very absolute and universal because there are other factors outside of reality clinical influences, especially socio-cultural factors. The two meanings of

ABSTRACT

The low interest of the community to seek medication using BPJS caused by many factors, such as public perception, service quality and public satisfaction on services provided. The purpose of this study to know the analysis factors affecting interest in medication of receipt help BPJS Participant in Balowerti Public Health Center Kediri City.

The design of this study was Observational with Cross Sectional approach. Population studied was all receipt help aid BPJS participant who need medication or visit Balowerti Public Health Center Kediri with purposive sampling technique obtained sample 126 respondents. Independent variable was perception and quality of service with dependent variable medication interest. Data were collected using an observation sheet. Data analysis with Ordinal Regression test, α = 0,05.

The result of this research shows that most of respondent have perception in enough category, amount 74,6% and most of respondent have quality service in enough category, amount 70,6% and most of respondent have medication interest in low category, amount 61.9%. The ordinal regression analysis results obtained p-value (0,000) < α (0.05) so H0 rejected and H1 accepted which means there is influence of factors affecting interest in medication of receipt help BPJS Participant in Balowerti Public Health Center Kediri City.

Receipt help BPJS Participant interest in medication is also influenced by public perception and quality of health service staff about the limitations of the number of medical personnel is the most important thing in the medication where with the limited number of doctors will cause disappointment in waiting to be served.

Keywords: Quality of Service, Interest of Medication, Perception.
mutual influence and understanding of one can only be understood in the context of the other (Soejati, 2014).

Based on external survey results in 2016, the overall satisfaction index of BPJS participants is in the high category, but slightly decreased when compared to 2015, from 78.9% to 78.6% (MoH RI, 2017). While for East Java Province according to BPJS (2016) there are 921,557 patients BPJS with index satisfaction level 67.21%. Data from Kediri Health Office (2016) found that there are 68,689 people registered as BPJS PBI recipients. While data obtained from Puskesmas Balowerti Kediri known there are 1.637 people registered as participants BPJS PBI and only 1,071 people (65.4%) who had used it for health financing at Balowerti Puskesmas, and 566 (34.6%) others have not have used health financing with BPJS. While the number of visits financed by BPJS Beneficiaries in 2016 decreased from the previous year, from 5,021 visits in 2015 to 4,922 visits in 2016, and by September 2017 there were 6,646 visits.

Based on the results of interviews with officers, the community in Balowerti Puskesmas Working Area in general is still less interested to go to the Puskesmas although the cost of free medical treatment. The growing perception in the community is the quality of free health services at Puskesmas not as well as in the clinic or in the hospital. According to the results of interviews with 10 participants BPJS PBI who have never utilized the financing of BPJS known that 5 people admitted never experienced serious illness because by consuming drugs purchased from the store have made them recover in addition they are lazy to queue and wait for the opening hours puskesmas, while 3 others feel not yet need service from Puskesmas because when sick enough to be treated by taking medicine of warung, massage or by drinking herbal medicine. Meanwhile, 2 people stated that they chose to conduct medical examination in Mantri or Village Midwife by reason of not being queued and can come at any time not have to wait the opening hours of puskesmas.

Puskesmas as the organizer of first-level health efforts have responsibility in providing health services to all communities who are administratively domiciled in their working area. With the Puskesmas it is expected that the public can obtain quality health services with the easiest access and affordable cost (Bappenas, 2009). To maintain its existence, the puskesmas should strive to improve the quality of services on an ongoing basis. Especially in puskesmas that have received accreditation, it is important to maintain the quality of services provided without discriminating the status of patients (Sulistyo, 2016). The differentiation of services provided to BPJS patients triggers a decrease in public confidence in the health facility, thus affecting the image that has been possessed (Sulistyo, 2016).

It is important to increase the interest of the community associated with JKN Program by BPJS so that this program can be implemented maximally and utilized by BPJS beneficiary beneficiaries with good contribution. Good programs need to be socialized functions and benefits both by the Manager and by the service provider ie Puskesmas. All health workers also need to increase awareness in providing services to people who have different responses. The existence of good communication between patient and community with health officer will encourage the creation of awareness of rights and obligations of each and also support the results for the same purpose of improving the health of the public (Wijono, 2010). The purpose of this research is to know the factors influencing the interest of the participants of BPJS Beneficiaries in Balowerti Health Center of Kediri.

**METHOD**
The design of this study was Observational with Cross Sectional approach. Population studied by all participant of BPJS Beneficiary of contribution who need treatment or visit Balowerti Puskesmas Kediri, with purposive sampling technique obtained sample 126 respondents. Independent variables examined the perception and quality of service with dependent variable interest in treatment. Data were collected using an observation sheet. Data analysis with Ordinal Regression test, α = 0.05.

RESULT

Characteristics of the Subject

Table 1. Characteristics of respondents in this study include age, sex, education, occupation, using BPJS, perception, service quality and medication interest.

<table>
<thead>
<tr>
<th>No</th>
<th>Karakteristik</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age (year)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18-40</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>41-65</td>
<td>65</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>&gt;65</td>
<td>38</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Man</td>
<td>78</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>48</td>
<td>38</td>
</tr>
<tr>
<td>3</td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No school</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>Elementary school</td>
<td>39</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Senior high school</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>PT</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Doesn’t work</td>
<td>34</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Farmer</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Trader</td>
<td>57</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>employees</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Using BPJS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not yet</td>
<td>69</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>57</td>
<td>45</td>
</tr>
<tr>
<td>6</td>
<td>Persepsi</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Less</td>
<td>28</td>
<td>22,2</td>
</tr>
<tr>
<td></td>
<td>Enough</td>
<td>94</td>
<td>74,6</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>4</td>
<td>3,2</td>
</tr>
<tr>
<td>7</td>
<td>Quality of service</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Less</td>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Enough</td>
<td>89</td>
<td>70,6</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>8</td>
<td>6,3</td>
</tr>
<tr>
<td>8</td>
<td>Minat berobat</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Low</td>
<td>78</td>
<td>61,9</td>
</tr>
<tr>
<td></td>
<td>Middle</td>
<td>36</td>
<td>28,6</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>12</td>
<td>9,5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>126</td>
<td>100</td>
</tr>
</tbody>
</table>
DATA ANALYSIS

Table 2. Statistical Test Result of factors influencing the interest of participants of BPJS Beneficiaries in Balowerti Health Center of Kediri City

<table>
<thead>
<tr>
<th>Testing</th>
<th>Variabel</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simultan</td>
<td>Model Fitting Information (final)</td>
<td>0,000</td>
</tr>
<tr>
<td>Parsial</td>
<td>X1_People’s perception</td>
<td>0,006</td>
</tr>
<tr>
<td></td>
<td>X2_Quality of service</td>
<td>0,001</td>
</tr>
</tbody>
</table>

The results of the above analysis can be interpreted as follows:
There is influence of society perception and quality of service to interest of treatment of participant of BPJS Beneficiary of Contribution at Health Center Balowerti Kediri. There is an influence of public perception on the interest of the participants of BPJS Beneficiaries in Balowerti Health Center of Kediri. There is influence of quality of service to interest of treatment of participant of BPJS Beneficiary of Contribution at Health Center Balowerti Kediri.

DISCUSSION

Public Perception on BPJS Beneficiary of Contribution at Health Center Balowerti Kediri

Public Perceptions of BPJS Beneficiaries of Contribution at Balowerti Health Center Kediri known that most respondents have a persepi in the category enough, ie 94 respondents (74.6%). Based on the result of cross tabulation, it is known that the respondent have age 41-65 years with the perception of society in enough category, that is 47 respondent (37.3%) whereas it is known that the respondent have enough society perception with the interest of medication in low category, that is 52 respondent (41.3%) and it is known that almost half of respondents have medium education (SMA), that is 42 respondents (33%).

Perception in the narrow sense is the vision, how one sees something, whereas in the broad sense perception is the view or understanding that is how one views or means something (Sobur, 2015). According to Robbins (2011) in Yuniarti (2015) argues that when an individual sees a target and seeks to interpret what he sees, that interpretation is strongly influenced by the personal characteristics of the perceptive maker, such as attitudes, personality, motives, interests, experiences -experience of one's past and expectations. In addition, the observed target characteristics can also affect what is interpreted. According to Veramitha (2016) With the perception of individuals are aware to understand about the circumstances surrounding environment as well as about things that exist within the individual concerned.

The results showed that most of the respondents had sufficient perception. Perception is the process of processing and organizing the data that exist on the individual senses to realize the environment and the individual self itself. Different environmental influences can lead to different perceptions. Public perceptions regarding the implementation of BPJS system can serve as a description and evaluation of the sustainability of JKN system in primary health facilities. The low utilization of health facilities is the cause of the distance between facilities and the community (physically and socially) so that this creates a perception for the community. Perception is usually to reveal about the experience of an object or event in which it is obtained through information and relationships that give meaning or meaning in the form of action or response of the individual. The process of social perception forms the impression of others based on the
information available in the environment, the former attitude can be hospitality, kindness, judes, stingy temper and so on.

Quality of Service in patient BPJS Beneficiary of Contribution at Health Center Balowerti Kediri

Quality of Service to BPJS patient Beneficiaries at Health Center Balowerti Kediri known that most of the respondents have the quality of service in the category enough, ie 89 respondents (70.6%). Based on the result of cross tabulation, it is known that the respondent has 41-65 years old with quality of service in enough category, that is 47 respondent (37,3%) whereas it is known that the respondent has enough service quality with low craving interest in 52 categories (41, 3%). The result of parameters analysis is known parameter of service quality with lowest average score is parameter empathy with mean score 206 whereas parameter with highest value is reliability with average score 267. Service Quality is any action or activity that can be offered by any other party which is basically intangible and does not result in any ownership (Laksana, 2016).

Service is a dynamic activity of helping to prepare, provide and process and assist the needs of others. Quality Health service is a health service that is needed in this case is determined by the ties of the health care profession and at the same time desired by the patient or consumer or society and affordable by people's purchasing power (Suwarno, 2011). According to Heru (2010), as long as the quality of health services meet patient satisfaction, the utilization rate will be high and the Puskesmas will remain a community need. Conversely, as long as the quality of health services does not meet the level of patient satisfaction, then the utilization rate will be low, resulting in the Puskesmas being abandoned by the community.

Interest in Medication Participants BPJS Beneficiaries of Contribution at Health Center Balowerti Kediri

Interest in Treatment Participants BPJS Beneficiaries Contribution at Health Center Balowerti Kediri known that most respondents have interest in medication in the low category, ie 78 respondents (61.9%). Based on the result of cross tabulation, it is known that the respondents have age 41-65 years with low interest in treatment category, that is 49 respondents (38.9%) and most of respondent have used BPJS, that is 57 respondents (45%) and most of respondent work as a trader, ie 57 respondents (45%). The status does not work in this research that is as housewife. In relation to education it is known that respondents with secondary education (SMA) have interest in medication in low category, that is 30 respondents (23.8%).

Interest is essentially an acceptance of a relationship between itself and something outside of self. The stronger or closer the relationship, the greater the interest (Slameto, 2015). BPJS receives contributions as first-rate healthcare providers should be able to implement four primary service functions covering first contact, continuity, comprehensiveness and coordination of services (BPJS, 2016). Puskesmas health service quality in order to fulfill the need of public health service is determined by two factors. The first factor, is internal factor (internal) Puskesmas that related to quality of health service and level of patient satisfaction. That is, as long as the quality of health services meet patient satisfaction, then the utilization rate will be high and the Puskesmas will remain a community need. Conversely, as long as the quality of health services does not meet the level of patient satisfaction, then the utilization rate will be low, resulting in the Puskesmas being abandoned by the community. The second factor is the outcome factor consisting of the culture and socioeconomic community, people with low socioeconomic
Conditions tend to perform non-medical practices in accordance with their adopted culture to solve medical problems (Heru, 2010).

The low level of community health center utilization is caused by many factors, such as the condition of community culture, socio-economic condition and the quality of services provided by the Puskesmas. Puskesmas as health service center have two functions, namely public service function and clinical / medical service function. Another factor that influenced the interest of treatment in patients BPJS PBI namely the level of education respondents. A person with higher education will have more knowledge and more meaning of health, so that the more critical of health services it needs, this will affect the perception of health care received. While low-educated patients tend to have poor knowledge and are easily influenced by patients with higher education, so patients with low education tend to receive health services without more demands, this will affect their interest in existing health services where patients with secondary education or high will have a tendency to seek treatment for a higher quality healthcare service despite having to pay more.

**Factors that influence the interest of treatment participants BPJS Beneficiary of Contribution at Health Center Balowerti Kediri**

The results of the analysis using ordinal regression can be interpreted as follows: The simultaneous test results obtained p-value = 0.000 \( \leq 0.05 \) then H0 rejected and H1 accepted which means there is influence of public perception and quality of service to the treatment of participants BPJS Beneficiary Contribution Puskesmas Balowerti Kediri. The result of partial analysis is obtained by p-value = 0.006 \( \alpha \leq 0.05 \) H0 rejected and H1 accepted which mean there is influence of public perception on the interest of treatment participant BPJS Beneficiary of Contribution at Health Center Balowerti Kediri. The results of partial analysis test obtained p-value = 0.000 \( \alpha \leq 0.05 \) H0 rejected and H1 accepted which means there is influence the quality of service to the interests of treatment participants BPJS Beneficiaries of Contribution in Health Center Balowerti Kediri.

The government always strives to improve the quality of public health nationally by using social security. Social security is a policy made by the government for all citizens of which this is a Human Right. This social security program is started from Jamkesmas, Jamkesda, ASKES and the last one comes the name of the Social Security Administering Body (BPJS) of Health which is a new government program. This program, has a legal basis in accordance with the Law no. 24 Year 2011 on the Social Security Administering Body. By 2019, the government is targeting all communities to have (BPJS) health insurance (Zahra, 2014).

The patient's assumption of better service from the hospital and the desire to be treated directly by a specialist cause the referral case to be high. In this case, the PBI in charge of making decisions to refer or not becomes very important. Several studies have shown that the availability of facilities and infrastructure to support health services, horizontal referrals between PBIs that have in-patient care can influence decision-making in the use of health services and lower the cost of BPJS spending.

**CONCLUSIONS AND SUGGESTION**

**Conclusion**
1. Most of the respondents have enough persepi in category, that is (74.6%).
2. Most of respondents have quality of service in the category enough, that is (70.6%).
3. Most of respondents have interest in medication in low category, that is (61.9%).
4. There is influence of public perception and quality of service simultaneously to the interest of treatment of participant of BPJS Beneficiary of Contribution at Balowerti Health Center of Kediri City (p-value = 0.000 < = 0.05)α.

**Suggestion**

1. For Educational Institutions
   It is expected to participate in socializing the benefits and procedures of BPJS PBI health insurance through health promotion so that it can change the negative perception of society to health facilities provided by the government.

2. For the Public Health Profession
   Expected to develop a health promotion system that can increase public interest in carrying out treatment at Puskesmas to prevent the occurrence of delay of early detection of a disease.

3. For Respondents
   Expected to perform treatment at Puskesmas so as to avoid emergency as a result of delays in handling.

4. For BPJS
   It is hoped to conduct public education about the coverage and facilities provided by BPJS.

**BIBLIOGRAPHY**


Laksana, 2016. *Comparing repeat and first visit patients' satisfaction with service quality at Medunsan Oral Health Centre*. Department of Maxillofacial Radiology, Sefako Makgatho Health Sciences University


Sobur, Alex. 2015. Psikologi Umum. Jakarta : Pustaka Pelajar


Alberd Ronaldi Tule (The Analysis Factors Affecting Interest In Medication……..)