

Effect of Hospital Facilities and Doctor Services on Decision of People in Medan City Going to Penang Hospital, Malaysia

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ABSTRACT

The community's decision in using health services is the most important thing for the hospital. This shows that the hospital is able to provide services according to the wants and needs of the community. The phenomenon of health services provided by a number of hospitals in Medan City is currently not fully oriented towards patient satisfaction, so that many Medan people prefer to seek treatment abroad such as Penang Hospital, Malaysia, because they are considered to be able to provide much better service. The purpose of this research is to find out effect of hospital facilities and doctor services on decision of people in Medan City going to Penang Hospital, Malaysia. The type of research used is quantitative analytic, with a cross sectional approach. The research was conducted in Medan City from October 2019 to July 2020. The population in this study were the people of Medan City who had completed treatment at the Penang Hospital, Malaysia. The data analysis method used was logistic regression analysis. The results of the analysis showed that hospital facilities ($p=0.001$) and doctor services ($p=0.001$) had a significant effect on decision of people in Medan City going to Penang Hospital, Malaysia. Based on these findings, it is recommended that all Medan City Hospitals switch to a more optimal and consumer-oriented service system as has been done by most hospitals in Penang, Malaysia.

Keywords: Hospital Facilities, Doctor Services, Decision of People

INTRODUCTION

Health is a community need that must continue to be fulfilled, regional and national borders do not become a barrier for people to get better treatment. One of them is the people of Medan City who seek medical treatment in Penang Island, Malaysia, compared to treatment in Indonesia, especially in Medan City, North Sumatra.

Geographically, Medan City is one of the areas adjacent to Peninsular Malaysia. This closeness makes the people of Medan City often visit Malaysia with various purposes, one of which is to seek treatment.

The community's decision in using health services is the most important thing for the hospital. This shows that the hospital is able to provide services according to the wants and needs of the community.

Obtaining health services is the authority of individuals and communities guaranteed by law, the health service that has the most services and the health worker is the hospital. This institution carries out health services by providing services in medical services for individuals in a plenary manner consisting of promotive, preventive, curative, and rehabilitative. The hospital provides services in inpatient, outpatient, and urgent situations. Emergency services are clinical conditions of patients who need immediate health assistance, to save lives and avoid further disability (Permenkes, 2014).

Health service according to Levey and Loomba (1973), is an effort that is carried out alone or jointly in an organization to maintain

and improve health, prevent and cure disease, and restore the health of a person, group and community health services.

The phenomenon of health services provided by a number of hospitals in Medan City is currently not fully oriented towards patient satisfaction, so that many Medan people prefer to seek treatment abroad such as Penang Hospital, Malaysia, because they are considered to be able to provide much better service.

People who are sick but the disease they suffer do not cause pain will ignore the disease, but when they feel pain from a certain disease, various behaviors will arise in the community to seek treatment for their disease (Notoatmodjo, 2016).

Patient satisfaction is a level of patient feeling that comes as a result of the health service performance he receives after the patient compares it with what he actually expects. The new patient becomes satisfied if the performance of the health facilities and services they get is the same and even the bias exceeds what he hopes and vice versa, if dissatisfaction will arise or the patient's feeling of disappointment will occur if the performance of the health services he gets will not match what he (Pohan, 2015).

Satisfaction by the patient is related to the relationship between expectations and reality, if the expectations or needs are the same as the services provided, the patient will be satisfied. If the service provided to the patient is not satisfied, the likelihood of him choosing to return will be less likely. Patient satisfaction is the comparison between the expectations the patient has and the reality he receives. The reality received by patients when receiving services (Indarjati, 2001).

The search for treatment in Peninsular Malaysia, which was carried out by the people of Medan City, certainly did not come just like that, the decision to seek treatment abroad was through a process that was not easy and fast, discussions with family, relatives, and friends, as well as people who first did it treatment abroad. Apart from getting better service in Penang, Malaysia.

The search for treatment by the people of Medan City to Peninsular Malaysia is also carried out while doing tourism in several areas in Malaysia, known as medical tourism.

Medical tourism is a trip taken by a person outside the country where he lives looking for treatment and at the same time doing tourism. Health tourism carried out by the people of Medan City from year to year continues to increase. Judging from the Polonia Immigration data, it is known that the number of people who seek treatment in Peninsular Malaysia increases every year.

Obtaining health services is the authority of individuals and communities guaranteed by law, the health service that has the most services and the health worker is the hospital. This institution carries out health services by providing services in medical services for individuals in a plenary manner consisting of promotive, curative, preventive, and rehabilitative. The hospital provides outpatient services, inpatient care, and urgent situations. Emergency services are clinical conditions of patients who need immediate health assistance, to save lives and avoid further disability (Permenkes, 2014).

The large number of people in Medan who go to Malaysia for medical treatment if left unchecked will have an economic impact on patients and also health services in Medan City. Treatment abroad will have an impact, such as reducing the income of health services in the area of origin so that it has the opportunity to experience losses. The community has the right to be able to choose the health service they want, but if this continues then Indonesia, especially Medan City will lose the trust of the community in the field of health services.

The majority of patient complaints against doctors are due to a lack of communication between patients and doctors or due to various triggering factors so that many people choose other health services that are able to provide what they expect, and even take medication abroad (Sukma, 2012).

According to Trisnantoro (2000), the rapid development of science and technology that occurs in the external and internal hospital environment causes hospital managers to change their perspective that today's hospitals are not merely social organizations. Increasing medical technology forces hospital managers to think and try socio-economically in managing their hospitals.

The urgency of this study analyzes the decision-making factors of the people of Medan to seek treatment in Penang Malaysia so that it becomes a recommendation and input for hospitals in Medan City to further improve health services, for stakeholders to prepare North Sumatra to become a destination for world health tourism by best health services and promising tourism locations such as Lake Toba and Berastagi.

The community does have the right to choose the desired health service, but the decision to seek treatment abroad must be through a process that is not easy and long, discussions with family, relatives and friends, as well as people who first take medical treatment abroad, if This continues to be allowed, so Indonesia, especially Medan City, will lose the trust of the public in the field of health services and will have an economic impact on patients, because Indonesia has implemented the National Health Insurance for all communities, where health services abroad will be borne by the patient alone, plus at costs outside of treatment. The output of this research is publication in a reputable international accredited national journal.

The results of Aulia's (2008) study show that people who seek treatment in Peninsular Malaysia increase every year from 2000 to 2001, this is because they do not believe in the ability of doctors, nurses, administrators, and a long healing period. In 2014 and 2015, seeking treatment in Semanjung Malaysia experienced a decline, it is assumed that after the implementation of the National Health Insurance in Indonesia since January 1,

2014, people prefer to seek treatment in Indonesia, but this did not last long because from 2016 to 2018 the search for treatment to Peninsular Malaysia is again on the rise.

The results of research from Haryanto and Olivia (2016) concluded that the perception of hospital services is not the reason people go to Singapore for treatment, but there are several factors that determine, among others; factors of quality of medical personnel, services provided, and quality of hospital services in Singapore.

The results of research conducted by researchers from the Sumatra Province Research and Development Agency, explained that internally Indonesians seek medical treatment abroad, one of the reasons is the belief in the ability and treatment of doctors to deal with illnesses/problems suffered by patients.

In accordance with the research of Lokdam *et al.* (2016) The use of overseas health services by patients with different backgrounds is an active health-seeking behavior shaped by a number of factors that are thought to limit access to high-quality services in Denmark and a larger and more diverse consequence for treatment seeking, and perspectives health professionals about the use of health services in other areas that are considered better and of higher quality and each individual will provide information to others about what they are experiencing.

If you pay attention, service management in Indonesia is still far from effective and efficient, even tends to be conventional. Health services in the country are still not focused on consumer-oriented services. Unlike Penang Malaysia and also other overseas hospitals. This is done to attract patients from abroad, because getting patients from within the country is very difficult and less profitable due to the health insurance provided by the local government to the community.

Based on the preliminary survey conducted by the author at the Immigration Class I Medan office, of the 194 people who applied for passports, 97 of them applied for

passports for the purpose of seeking medical treatment to Malaysia. The initial survey conducted by researchers to 35 people in four hospitals in Penang Malaysia, namely Lam Wah Ee Hospital, Island Hospital, Gleaneagles Hospital, and Adventist Hospital found that the respondents were generally female (82%), the average age was 35-55 years, the latest education is undergraduate (52%), monthly income 6-10 million per month (60%), and BPJS Health participants (65%) decision making to seek treatment in Penang Malaysia includes the lack of patient satisfaction with health services in Indonesia, influence of family/other parties, more complete and modern medical equipment facilities, and medical expenses. This is supported by research by Aliman and Mohamad (2013) at Malaysian Hospital which explains that the perception of service quality is the intention of intention. In addition, capability and assurance are important influences of satisfaction, and satisfaction has a strong positive relationship with intention. Service quality drives satisfaction and in turn drives behavioral intention.

The purpose of this research is to find out effect of hospital facilities and doctor services on decision of people in Medan City going to Penang Hospital, Malaysia.

RESEARCH METHODS

The type of research used is quantitative analytic, with a cross sectional approach. Cross sectional, the research method is observed only once and measurements are made of the character status of the subject at the time of examination (Notoadmodjo, 2010). This study looked at the exposure experienced by subjects in the past (retrospectively). Measurement of the dependent and independent variables was carried out together at the time of the study using questionnaires and observations of the respondents.

The research was conducted in Medan City from October 2019 to July 2020.

The population in this study were the people of Medan City who had completed treatment at the Penang Hospital, Malaysia. Based on the sample calculation formula, the total sample size is 55 people. So, the number of respondents needed in this study were 55 respondents who chose to continue treatment in Penang Malaysia, and 55 other respondents who chose to continue treatment at the Medan City Hospital.

The data analysis method used was logistic regression analysis.

RESULT

Description of Research Location Brief History of Medan City

In 1860 the city of Medan was still a jungle forest and here and there, especially at the mouths of the river, were interspersed with settlements from Tanah Karo and the Malay peninsula. In 1863 the Dutch started to open a tobacco plantation in Deli which had once been the prima donna of Tanah Deli. Since then the economy has continued to develop, so that Medan has become the center of government and economy in North Sumatra. The future city center of Medan was established in a hermitage consisting of the village of the native Malay Deli, then land which included the Mabar plantation concession, Deli Tua from Deli Maatschappij, and the Polonia plantation concession (Badan Pusat Statistik Kota Medan, 2014).

Geography and demography of Medan City

The characteristics of Medan City are supported by an area of 265.10 km² or 3.6 percent of the total area of North Sumatra Province. Geographically, Medan City is located at 3°30'-3°43' North Latitude and 98°35'-98°44' East Longitude. Administratively, the northern city of Medan is bordered by the Malacca Strait, to the South, West and East it is bordered by Deli Serdang Regency. Medan City has 21

subdistricts and 151 sub-districts which are divided into 2,001 neighborhoods (Badan Pusat Statistik Kota Medan, 2014).

Based on the 2013 population census, the population of Medan City was 2,135,516 people. The population of Medan City consists of 1,053,393 men and 1,082,123 women. In 2012, the population of Medan City reached 2,122,804 people, compared to the 2013 population census there was a population increase of 12,712 people (0.6%). With an area of 265.10 km², a population density of 8,056 people/km². Health services in Medan City are supported by the existence of 39 puskesmas and 41 auxiliary puskesmas (3-4 puskesmas per district). Supporting health centers/puskesmas are still the centers of basic health services for the community. A total of 39 existing health centers, 13 of which have been upgraded to inpatient health centers, with the support of specialist doctors on a regular basis. Meanwhile, the number of posyandu is 1,405 units, and overall they are active posyandu, with main

functions such as immunization, prevention/overcoming of malnutrition under five, examination of pregnant women, family planning services, as well as various public health education facilities. Thus the city of Medan is one of the cities with a large population.

At the level of referral health services, Medan City has a type B hospital, namely the dr. Pirngadi Medan. The number of hospitals in Medan is 78 units. The foremost function that is still carried out by the hospital is social health services for the people of Medan City.

Logistic Regression Analysis Results

The multivariate analysis used is multiple logistic regression analysis with a predictive model which aims to obtain a model consisting of several independent variables which are considered the best for predicting the occurrence of the dependent variable. The variables that are considered influencing in the multivariate model are those that have a p value < 0.05.

Table 1: Logistic Regression Analysis Results

Variable	B	S.E	Wald	Df	p value	OR
Hospital Facilities	0.215	1.101	2.701	1	0.001	3.203
Doctor Services	0.521	1.342	5.421	1	0.001	3.952

The results of the analysis showed that hospital facilities (p=0.001) and doctor services (p=0.001) had a significant effect on decision of people in Medan City going to Penang Hospital, Malaysia.

CONCLUSION AND SUGGESTION

The results of the analysis showed that hospital facilities (p=0.001) and doctor services (p=0.001) had a significant effect on decision of people in Medan City going to Penang Hospital, Malaysia.

Based on these findings, it is recommended that all Medan City Hospitals switch to a more optimal and consumer-oriented service system as has been done by most hospitals in Penang, Malaysia.

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