



RELATIONSHIP BETWEEN PATIENT'S TRUST TO THE VISIBILITY LEVEL OF THE OUTBOARD CLINIC DURING THE COVID-19 PANDEMIC

Bayu Soedargo¹⁾, Henry Sumurung Octavian²⁾

^{1, 2)} Institute Business and Informatics Kesatuan

E-mail: bayusoedargo@ibik.ac.id¹⁾, sumurung@ibik.ac.id²⁾

ARTICLE INFO

RELATIONSHIP
BETWEEN PATIENT'S
TRUST TO THE
VISIBILITY LEVEL OF
THE OUTBOARD
CLINIC DURING THE
COVID-19 PANDEMIC

Submitted:

12 – Februari - 2022

Revised:

28 – Februari - 2022

Accepted:

25 – Maret - 2022



ABSTRACT

The impact of the Covid-19 epidemic, human health care and treatment behavior has moved and changed. Hospital outpatient services have made many attempts to retain patient confidence in restricting the spread of Covid-19 in hospitals. This study aims to see how patient trust in the Covid-19 epidemic condition affects outpatient behavior. Some parts of the study include hospital health protocols, hospital measures to control Covid-19 distribution, and the overall state of Covid-19 dissemination in the city where the hospital is located. A non-probability sampling survey method surveyed 104 outpatients at Melania Hospital in Bogor.

The study's findings were analyzed using Structural Equation Modeling to determine patient confidence elements. In addition, the questionnaire's results were examined using descriptions and cross-tabulations of respondent biodata and outpatient behavior.

In general, all of the variables investigated have a favorable impact on the respondent's level of trust. Furthermore, these characteristics were examined in importance, starting with the highest and ending with the lowest. Based on this analysis, this report makes marketing recommendations for outpatient services connected to the Covid-19 epidemic.

Keywords: Covid-19 Pandemic, Patient trust, Outpatient

INTRODUCTION

The COVID-19 Pandemic is the spread of the 2019 Coronavirus Disease, abbreviated as COVID-19, throughout the world for all countries. This disease is caused by a new type of coronavirus named SARS-CoV-2. This disease is dangerous and

threatens human health (Wikipedia, 2021). The beginning of the emergence of this virus at the end of 2019 in Wuhan, China. This virus will be increasingly widespread throughout the world in 2020.

Coronavirus is a collection of viruses that infect the respiratory system. In most cases, this virus causes only mild respiratory infections, such as the flu. However, this virus can also cause severe respiratory diseases, such as lung infections (pneumonia). The impact of the COVID-19 Pandemic has had a powerful effect on the business world. The Hospital business sector has also felt the harmful effects of the COVID-19 Pandemic. There has been a decrease in patient visits at the Melania Hospital Outpatient Clinic since the emergence of the Covid-19 Pandemic.

Tabel 1. Number of Outpatients at Melania Hospital

Total Visits Outpatient Clinic	Total
2019	146,498
2020	82,257

Source: Melania Hospital, Medical Record Section, 2021

The number of reductions in the rate of patient visits was quite significant. In 2019 the number of outpatient visits was 146,498 visits. Meanwhile, in 2020 it decreased to 82,257 visits. There was a decrease in the visit rate by 44% from the total number of outpatient visits in 2020 compared to patient visits in 2019. It is the reason for making Melania Hospital the object of research. Due to the very significant impact of the Covid-19 Pandemic on the decrease in the rate of outpatient clinic visits.

It is undeniable that the current Covid-19 Pandemic has made people worried that they will be infected when they often go out of their homes, including visiting the hospital to get treatment services. But on the other hand, Melania Hospital has implemented strict health protocols following the guidelines and prevention of Covid-19 issued by the government Decree of the Minister of Health of the Republic of Indonesia No. HK.01.07/MenKes/413/2020 (2020) to prevent the transmission of Covid-19 in the Melania Hospital area.

According to Notoatmodjo (2012), health is a physically, mentally, spiritually, and socially healthy state that allows everyone to live socially and economically productive. We can see that health conditions are needed to remain effective in everyday life from this understanding. When a person's health is disturbed, one of his efforts is to go to the hospital for treatment.

According to the Regulation of the Minister of Health of the Republic of Indonesia Number 4 of 2018 (2018) is a health service institution that provides complete individual health services that provide inpatient, Outpatient, and emergency services. Based on the Regulation of the Minister of Health Number 56 of 2014 (2014), hospitals are divided into general and Special Hospitals. Public hospitals provide health services in all fields and types of disease. In contrast, a particular hospital is a hospital that offers primary services in a specific area or type of disease based on scientific discipline, age group, organ, type of disease, or another specificity.

Outpatient services are patient services for observation, diagnosis, treatment, medical rehabilitation, and other health services without staying at the hospital.

Outpatient services are an essential part of the hospital. The number of patients who need outpatient services in hospitals is generally more than those who need inpatient and emergency services. So that outpatients will make a significant contribution to hospital revenues. Besides, outpatients also can become inpatients if they need further treatment.

As one of the public hospitals visited by many people, Melania Hospital can become a location for transmitting the Covid-19 virus. To prevent the transmission of the Covid-19 virus, Melania Hospital applies the Covid-19 health protocol so that patients do not contract this virus when visiting the hospital following the Decree of the Minister of Health of the Republic of Indonesia No. HK.01.07/MenKes/413/2020 (2020). The Covid-19 health protocols implemented are:

1. Checking body temperature for all hospital visitors.
2. Interview the patient's health condition when going for treatment.
3. All hospital visitors must use personal protective equipment in a mask that covers the nose and mouth.
4. Provide many points of location for hand sanitizers and handwashing tools.
5. Setting a minimum distance of 1 (one) meter for hospital visitors.

Seeing the existing situation, various efforts are needed to increase patients' confidence, so they don't have to worry about being exposed to Covid-19 when providing treatment services at Melania Hospital. Thus, patient visits, especially for outpatient polyclinics, can be increased so that it is hoped that it will also impact the rate of increase in inpatient polyclinics.

The researcher finally conducted a study at Melania Hospital, Bogor, in the form of a questionnaire distributed online to see the level of confidence of the patients on the level of outpatient visits by outpatients.

The problem is that patient trust will impact outpatient clinic visits during the Covid-19 Pandemic. The research problems concerning the level of confidence of outpatients can be studied more deeply.

Consumer trust is all knowledge consumers possess and conclusions about objects, attributes, and benefits (Mowen & Minor, 2015). Based on the concept of the two authors, consumer knowledge is closely related to consumer trust. Consumer trust or consumer knowledge concerns the belief that a product has various attributes and benefits from these attributes. Consumer confidence in a product, features, and product benefits describe consumer perceptions. Therefore trust will differ among consumers.

Based on research conducted by Ahmad (2022) explained that the impact of Covid-19 on the Cikalongwetan Hospital, West Bandung Regency was very much felt in the decrease in the number of patient visits the hospital. Likewise, Fadillah & Febiana (2021) research concluded a reduction in the rate of polyclinic patient visits to the Outpatient Pharmacy Installation of Majalaya Hospital during the Covid-19 Pandemic.

The novelty of this research is that it focuses more on the behavior of the respondents who are outpatient clinic patients and seeks solutions to the problems being studied.

METHODS

The research method used is a survey method by giving respondents an online questionnaire using the Google Form application.

The questionnaire is divided into three parts, namely: (1) profile (2) behavior, and (3) respondent's attitude/belief. Confidence questions are given using a Likert scale.

Outpatient data in 2019 became the population. Then proceed with taking samples from the population using the non-probability sampling method. The sample was contacted using the Whatsapp text message application based on patient data. There were 104 patients out of 1000 patient lists in 2019 who responded to questions in a Google Form.

Data Analysis Procedure

To test the research hypothesis, namely the level of confidence, the data obtained will be processed using the ANOVA analysis technique with the help of SPSS software.

The processed data will be analyzed using Structural Equation Modeling (SEM) and crosstab analysis.

SEM modeling is a statistical modeling analysis technique built-in statements that usually refer to cause and effect (Santoso, 2014). The purpose of the structural relationship model is to link the structured/observed variables (independent and dependent variables) with latent/unmeasured variables (endogenous and exogenous), obtain the optimum relationship structure, and determine the factors that influence the endogenous latent variables.

The SEM procedure allows researchers to statistically evaluate the structural parameters of various latent indicators and constructs and the overall 'fit' of a model.

The construct validity test uses SEM, a model called a covariance structure model used to test empirical models to explain variance and correlation between a set of observed variables in a causal system (cause and effect) of factors, which is not observed (unobserved).

The crosstab or contingency table method presents data in tabular form, including rows and columns. The cross-tabulation results were carried out on two or more variables with a descriptive relationship. The dependent variable is generally placed in the row (row), and the independent variable is set in the column.

RESULTS

The respondents' characteristics in this study were classified based on gender, age, address, religion, income, occupation, and type of treatment financing. The following will discuss the conditions of each classification of respondents.

**Table 2. Demographic characteristics of the respondents
(n = 104)**

Characteristics	Percentage (%)
Gender	
Man	45.2
Woman	54.8
Age (years)	
< 5	15.4
5-25	25.0
26-55	53.8
> 55	5.8
Address	
South Bogor	18.3
Bogor city	47.1
Bogor Regency	35.6
Outside Bogor	0
Religion	80.8
Islam	6.7
Christian Protestant	8.7
Catholic Christian	0
Buddha	2.9
Hindu	0
Kong Hu Cu	1
No answer	
Income per month (million)	58.1
< 4	28.0
4-10	14.0
> 10	
Profession	37.6
Private employees	7.9
Businessman	10.9
Taking care of household	15.8
Student/student	12.9
Does not work	14.9
Etc	
Type of treatment financing	52.9
Corporate BPJS	11.5
BPJS Mandiri	
BPJS BPI	2.2
Non-BPJS Insurance	15.4
Company	2.4
Independent	5.5

Source : data processed

Referring to table 2, it can be seen that the number of female respondents was more with a total of 54.8% for the age of respondents, the majority were aged 26-55 years as much as 53.8%. As for the location where most respondents live in the Bogor

city area, 47.1% of the respondents. The religion that respondents mostly follow is Islam, as much as 80.8%. The occupation of most respondents is as a private team member with a total of 37.6%. Most respondents' income is less than Rp 4,000,000, - as much as 58.1%. The most common financing pattern of respondents seeking treatment at the Outpatient Clinic at Melania Hospital is using the Company's BPJS as much as 52.9%.

It can be seen that for the demographics of the respondents, the dominant gender is female, aged 26-55 years, most domiciled in Bogor City, the majority are Muslim, have a job as a private employee with an income of less than Rp 4,000,000, and most patients receiving outpatient treatment at Melania Hospital use the Company's BPJS.

Patients receiving outpatient treatment at Melania Hospital have different behavioral characteristics. Starting from the clinics visited, visits to Melania Hospital during the Pandemic, companions when visiting the hospital.

**Table 3. about the patient behavior of the respondents (n = 104)
Characteristics Percentage (%)**

Characteristics	Percentage (%)
Clinics visited before the Covid-19 Pandemic	
Dental clinic	12.6
Obstetrics and Gynecology Clinic	23.3
Children's Clinic	39.8
ENT Clinic	3.9
Internal Medicine Clinic	8.7
Urology Clinic	1
Skin and Venereal Clinic	1
Neurology Clinic	1
Eye Clinic	8.7
General Clinic	3.9
Surgery Clinic	1.9
Since the C-19 Pandemic occurred, have you ever received outpatient treatment at Melania Hospital?	
Yes	43.3
Not yet	56.7
If so, how many times during the C-19 Pandemic have you visited the hospital for treatment?	
1 time	46.8
2-3 times	25.5
> 3 times	27.7
If not, what is the reason?	
Healthy condition	79.7
Fear of contracting Covid-19	15.6
Moving health facilities	1.6
Switch to virtual medical services	3.1
When outpatient treatment usually comes with	
Alone	33.3
With family members	65.7

**Table 3.1. about the patient behavior of the respondents (n = 104)
Characteristics Percentage (%) (continuation)**

Characteristics	Percentage (%)
Together not a family member	1
In undergoing an outpatient schedule, I (maybe more than 1)	49.0
Refer to doctor's orders	63.7
Depending on the development of health conditions	4.9
Depends on the available time	4.9
When the medicine runs out	8.8
Looking at the status situation (conditions for the spread of Covid-19) of the region	

Source : Melania Hospital

We can see from table 3 about the behavior of patients at Melania Hospital for the most visited clinic before the Covid-19 Pandemic was the Children's Clinic with 39.8% of the total respondents. After that, Obstetrics and Gynecology Clinic with a total of 23.3%. It is inseparable from the status of the hospital, which before becoming a general hospital was a mother and child hospital, so we can see that the Children's Clinic and the Obstetrics Clinic already have a large number of patients.

This study also uses the cross-tabulation analysis method to see the relationship between patient characteristics and behavior to analyze the behavior of Melania Hospital patients in carrying out outpatient treatment during the Covid-19 Pandemic.

The first step is to cross-tabulate patient visits to the hospital during the Covid-19 Pandemic based on the type of treatment financing.

Table 4. Cross Tabulation of Patient Visits to Hospital during Covid 19 Pandemic by Type of Treatment Financing

Type of Financing	Patient Visit (%)		
	Not	Already	Total
Non BPJS Insurance	50	50	100
BPJS PBI (Contribution paid by the government)	34	66	100
BPJS Mandiri	66	34	100
Corporate BPJS	60	40	100
Independent	54	46	100
Company	50	50	100

Source : Melania Hospital

Referring to table 4, it can be seen that for non-BPJS insurance financing types, as much as 50% stated that they had visited Melania Hospital during the Pandemic. For patients who use BPJS Mandiri and company BPJS types of financing, it can be seen that the majority of patients who use financing have not gone to Melania Hospital since

the Covid-19 Pandemic occurred. Meanwhile, 66% of patients using BPJS PBI stated that they had revisited Melania Hospital during this Pandemic.

Second, we cross-tabulate patient companions to the hospital during the Covid-19 Pandemic based on the patient's residential address.

Table 5. Cross-tabulation of patient companions to the hospital during the pandemic Covid-19 based on the patient's residential address

Address of Patient	Companion Patient (%)			
	With family members	Together not family members	Alone	Total
South Bogor	63	0	37	100
Bogor Districts	64	3	33	100
Bogor City	66	0	34	100
Outside Bogor	0	0	0	0

Source : Melania Hospital

From table 5, it can be seen that family members will accompany the majority of patients when visiting Melania Hospital. Even patients who live in the South Bogor area, which is located in the same sub-district as Melania Hospital, in general, patients will be accompanied when making visits to Melania Hospital. Thus, Melania Hospital management must anticipate more seats to wait to maintain patient comfort.

Third, cross-tabulate the intensity of patients going to the hospital during the Covid-19 Pandemic based on the patient's age.

Table 6. Cross-tabulation of patient age to hospital during the Pandemic Covid-19 based on the intensity of patient visits

Age	Intensitas (%)				Total
	Not	1 time	2-3 times	more than 3 times	
< 5 year	37	31	13	19	100
>55 year	50	16	17	17	100
26-55 year	55	20	11	14	100
5-25 year	65	19	12	4	100

Source : Melania Hospital

From table 6, it can be seen that the patient's age in terms of age, the number of patients who most often underwent outpatient treatment at Melania Hospital during the Pandemic was in the age range of less than five years, as many as 19% with a frequency of more than 3 times and 31% for one time. Thus, treatment management should pay more attention to the patients at the Children's Clinic because most patients undergoing outpatient treatment are children, for example, by providing a playground or decorating the waiting room and examining children with a childlike feel.

To answer this research hypothesis, an analysis of the relationship model between variables was carried out using the Sequential Equation Modeling analysis tool.

In this study, ten variables became indicators of Melania Hospital related to research, namely:

1. Checking body temperature (X1), fever indicates the body's reaction to Covid 19. The average body temperature is 36.1-37.7° Celsius. The officer will check with a thermogenic on every patient and visitor to outpatient services.
2. Procurement of handwashing & hand sanitizer (X2), the spread of Covid 19 can be reduced by maintaining hand sterility, body parts that are often used in contact with other objects. On the other hand, the hands are also often in contact with the body's members, the entry of the virus into the body. Frequently washing your hands will keep your hands clean.
3. Maintain distance (X3); the spread of Covid 19 through droplets that can float after leaving someone's mouth can be prevented by keeping a distance given across on the bench to sit apart. Likewise, a standing place is marked at the queuing area that provides a space between the queues.
4. Extension banners and posters (X4); hospitals are interested in maintaining health protocols within the hospital environment to run well according to government recommendations. For this reason, efforts are needed to remember from every visitor to maintain and carry out health protocols. In addition, the message content is in the form of information in the form of knowledge about Covid 19. Information is contained in the form of banners/banners and X banners.
5. Online service (X5), the spread of Covid 19, is through physical touch. For this reason, efforts are made to reduce it. One of them is in the form of online services. Hospital online services that have been carried out are in the form of registration services and non-cash payment methods.
6. The situation of the room (X6), a closed room with minimal circulation, allegedly facilitates the spread of Covid 19. If possible, the use of air conditioning is minimized.
7. Medical team equipment (X7), the medical team is a person who has a high risk of being exposed to Covid 19. In the Health Protocol, medical personnel needs to use Personal Protective Equipment (PPE) equipment covering the entire body from head to toe.
8. Regional status (X8), the conditions for the spread of Covid 19 may vary from region to region. Of course, this is determined by the state of the population in terms of mobility and the implementation of health protocols. The status of this area can change dynamically and will affect local government policies in the rules of community life in the area.
9. Vaccination (X9), in addition to maintaining stamina and health protocols, the body's resistance to Covid 19 can be increased through vaccination. The government implemented vaccinations to the entire community in stages and on a priority scale. With the number of people vaccinated, herd immunity will be achieved, which will slow down the spread of Covid 19.
10. Ease of Pandemic (X10), the condition of easing the spread of Covid 19, can be marked by changing the status of Pandemic to Endemic. And a region can also be determined by decreasing levels. The New Normal is a situation following the easing of the spread of Covid 19.

The model developed in this study can be seen in Figure 1.

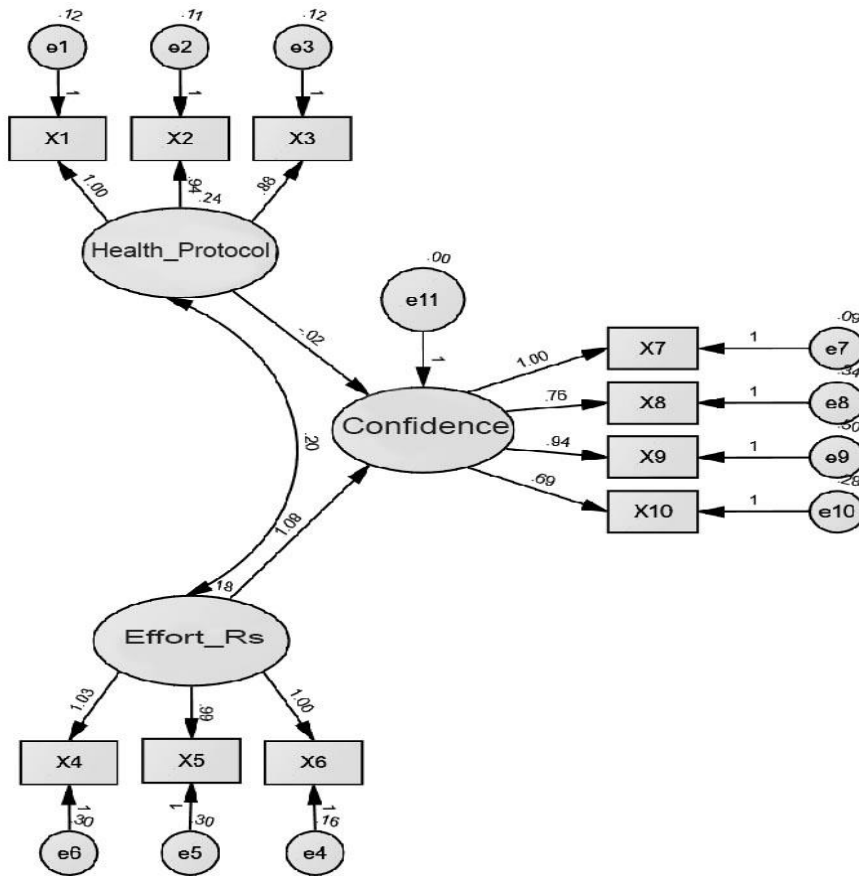


Figure 1. Structural Equation Modeling Research

Source : data processed

The structural model describes the relationship between health protocols and hospital services on the level of patient trust. SEM testing is done through model fit test and regression coefficient test.

Based on the results presented in Table 6, it can be seen that the Chi-Square value is 88.137 with probability 0 and RMSEA index 0.131. It indicates no difference between the sample covariance matrix and the estimated population covariance matrix or, in other words, the model is fit.

Table 7. List of Model Values Fit Test Values

<i>Goodness of Fit Index</i>	<i>Test Results Model</i>	<i>Cut off Value</i>	<i>Evaluation Model</i>
Chi-Square	88.137	< 159,8135	Good
Probability	0	≤ 0,05	Good
CMIN	2.754	≤ 2,00	Less
GFI	86.4	≥ 0,9	Good
AGFI	76.5	≥ 0,9	Good
TLI	83.4	≥ 0,95	Good
CFI	88.2	≥ 0,95	Good
RMSEA	13.1	≤ 0,08	Less

Source : data processed

Furthermore, the existing hypothesis is tested based on the Critical Ratio (CR) value with the probability value of a causal relationship.

Table 8. Hypothesis Testing

Direct Effect	Path Coefficient	SE	CR	P
Health Protokol → Confidence	-.015	.613	-.025	.98
Hospital Services → Confidence	1.085	.742	1.491	.144
Prokes ↔ Hospital Service	.197	0.38	5.167	

Source : data processed

The parameter estimation for testing the effect of health care on patient confidence shows a CR value of -0.025 with a probability value of 0.98. Because the probability value is > 0.05 , it can be concluded that the Prokes variable has a negative and significant effect on Patient Confidence.

Thus, the first hypothesis that Prokes has a positive effect on Patient Confidence is rejected. The parameter estimation for testing the impact of Hospital Services on Patient Confidence shows a CR value of 1.491 with a probability value of 0.144. Because the probability value is < 0.05 , it can be concluded that the Hospital Service variable has a positive and significant effect on Patient Confidence.

Thus the second hypothesis that hospital services can provide hospital confidence is acceptable. The variables of Health Care and Hospital Services positively influence each other.

Various efforts and strategies that Melania Hospital has pursued increase patients' confidence to seek treatment at the hospital. It will have an impact on the marketing activities of the hospital.

The success of every company in marketing its products cannot be separated from planning a mature marketing strategy and incorporating elements in the marketing mix. The features that support each other in the marketing mix to get the desired perception of the target market.

The marketing mix strategy, or what is known as the 4 P's, consists of the product, price, place, and promotion related to the results of this research analyst can be recommended as follows:

1. Product

Outpatient products are a form of hospital service. Regarding the Covid-19 Pandemic situation, the management can focus more on services related to Covid 19 to build patient confidence. It can be understood that the services provided by the hospital can be seen as a condition that the hospital remains a safe place to visit. Forms of non-face-to-face services can also be developed through consultation with communication technology or internet-based applications.

2. Price

This research does not explicitly analyze the service price aspect. But from the open input and the form of online services asked. Non-cash payment services provide convenience and security from virus transmission in transactions.

3. Place

The strategic location of the hospital in the South Bogor area remains the community's choice, which is relatively far away even though there are many similar hospitals. For this reason, there is nothing wrong with providing public awareness in the form of signs or banners in all areas of Bogor City or within a certain radius of the hospital. Or mobile services can also be developed using vehicles with medical facilities and equipment to serve specific communities or areas.

4. Promotion

The promotion aspect is an activity that needs to be consistently maintained. Regarding the research results, it is necessary to have more exposure to the broader community regarding hospital situations and services during the Covid 19 Pandemic. Several forms that can be done are publications and events. Hospitals can organize vaccination activities for residents around the hospital, specific communities, or the general public to increase brand awareness and brand loyalty.

From the research that has been done, it can be seen that the various efforts that Melania Hospital has carried out have been quite well because the majority of respondents already feel confident to visit Melania Hospital to get outpatient treatment.

CONCLUSION

Based on research data carried out by researchers regarding the relationship between patient trust and the level of outpatient clinic visits during the COVID-19 Pandemic at Melania Hospital, Bogor. Then it was found that the Prokes variable and Hospital Services had a positive influence on each other. Thus, various things that have been regulated in Prokes activities must always be carried out by Melania Hospital to keep patients from contracting the Covid-19 disease.

Likewise, the hospital services provided must always be maintained. The quality is constantly improved to give patients confidence that their health will always be maintained at Melania Hospital.

Based on the results of the analysis obtained, it was found that the services provided by hospitals to anticipate the transmission of covid-19 are significant to increase patient confidence so that patients will visit hospitals, especially outpatient clinics, to get treatment services. Therefore, services such as checking body temperature, providing hand washing areas, setting the distance between patients,

REFERENCES

- Ahmad. (2022). Service Quality Against Patient Interest in Reusing Hospital Outpatient Services During the Covid 19 Pandemic. *Journal of Nursing and Midwifery*, 13(1), 1–11.
- Decree of the Minister of Health of the Republic of Indonesia No. HK.01.07/MenKes/413/2020. (2020). *About Guidelines for Prevention and Control of Corona Virus Disease 2019 (Covid-19)*.

- Fadillah, F., & Febiana, C. (2021). Overview of Polyclinic Patient Visits the Pharmacy Installation of Majalaya Hospital During the Pandemic. *Menara Medika Journal*, 4(1), 36–42. <https://jurnal.umsb.ac.id/index.php/menaramedika/index>
- Minister of Health of the Republic of Indonesia Number 4 of 2018. (2018). *Concerning Hospital Obligations and Patient Obligations*.
- Mowen, J. C., & Minor, M. (2015). *Consumer Behavior Volume 2* (5th ed.). Jakarta: Erlangga.
- Notoatmodjo, S. (2012). *Health Promotion and Health Behavior*. Jakarta. Rineka Cipta.
- Regulation of the Minister of Health Number 56 of 2014. (2014). *About Hospital Classification and Licensing*.
- Santoso, S. (2014). *Basic Concepts and Applications of SEM with AMOS 22*. Jakarta : Elex Media Komputindo.
- Wikipedia. (2021). *Covid-19 Pandemic in Indonesia*. https://id.wikipedia.org/wiki/Pandemi_Covid-19