The Influences of Facilities, Public Relations and Service Quality on Treatment Decisions in Patients of Hospital X in the Sumbawa Regency, Indonesia

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Abstract- ***Quality health services and adequate facilities are important factors in attracting patients to choose a hospital as a place of treatment. Good public relations also play an important role, in building trust and improving the hospital's reputation in the community's eyes. That study aims to examined the effect of facilities, public relations, and service quality on the decision to seek treatment for customers of Hospital X. That studied uses a quantitative method with an associative approach. The data used in this study are primary data obtained from questionnaires. Using sample a non-probability sampling technique with a purposive sampling type, the number of samples is 100 people. Data analysis is carried out with the help of SPSS. The analysis technique used multiple linear regression analysis. The studied results indicate that the facilities, public relations and service quality significantly affect the decision to treatment for customers of Hospital X in the Sumbawa Regency.***

Indexed Terms- ***Facilities, Public Relations, Quality of Service, Treatment Decision, Sumbawa, Indonesia.***

I. INTRODUCTION

Hospitals are health service facilities that have a crucial role in providing health services for the community. The advance and improvement of the healing center will depend enormously on the quality of administrations given If the benefit given is sweet the understanding will feel fulfilled with getting treatment at the healing center.

According to data from the CEIC (Census and Economic Information Center), the number of open clinics in Indonesia has expanded since 1995 From 2002 to 2021 the number of clinics in Indonesia experienced a noteworthy increment of 16,973 coming to an add up to of 2,522 clinics in 2021. In addition, since the start of the COVID-19 pandemic in 2019, the number of hospitals has increased by 2.98%, showing a quick response to the increasing public health needs during this global crisis.

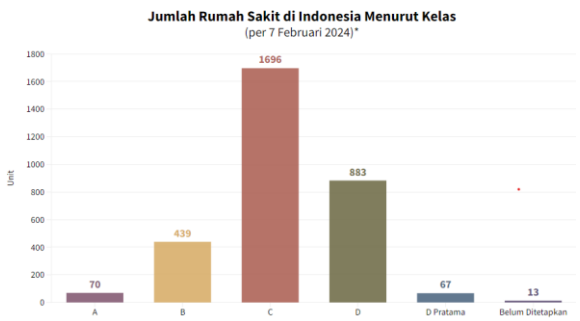


Figure 1.1 Number of Hospitals in Indonesia (source Ministry of Health, 2024).

According to the Ministry of Health (Kemenkes), the sum of hospitals in Indonesia reached 3,168 units. From the data above, class C hospitals dominate in number with a total of 1,696 units or 53.5% of the total hospitals in Indonesia. This shows the significance of the important role of class C hospitals in the provision of health services in various regions in Indonesia and an indication that health infrastructure at the middle level has a great impact in supporting the welfare of the community at large. Although, the distribution of hospitals in Indonesia is still uneven, both for general hospitals and special hospitals (Rizaty, 2024).

The government has consistently increased budget allocation in the health sector. By prioritizing investment in health, the government aims to ensure that people have adequate access to quality health services so that they can contribute optimally to the development of the country. For 2024 the wellbeing budget is arranged at Rp 1864 trillion or identical to 56 of the State Income and Use Budget APBN. This amount shows an increase of 8.1% or IDR 13.9 trillion from the previous year's budget, namely 2023. Over the past five years, budget allocation has shown a consistent upward trend in Indonesia starting from Rp 119.9 trillion in 2020, the budget increased to Rp 124.4 trillion in 2021, and continues to soar to Rp 134.8 trillion in 2022. This increase continues until 2023 where the health budget reaches Rp 172.5 trillion, before reaching its peak in 2024 by reaching Rp 186.4 trillion. In 2024, the health budget is also allocated for several main objectives, namely to transform the health system that encourages the growth of a strong and competitive pharmaceutical industry, to improve access and quality of primary and referral services, to ensure the availability of good health service facilities from upstream to downstream, to increase the effectiveness of the National Health Insurance (JKN) program, and to accelerate the reduction of stunting prevalence to reach the target of 14% by 2024.

The Central Statistics Agency (BPS) noted that West Nusa Tenggara is the province with the highest percentage of people with health complaints in Indonesia for three consecutive years, from 2021 to 2023. In 2021, almost half or as many as 42.15% of the population of West Nusa Tenggara (NTB) reported experiencing health complaints in the past month. This figure is much higher than the national average of only 27.23%. This trend continues to increase in 2022 with the percentage of NTB residents experiencing health complaints rising to 43.62%, indicating significant challenges related to health in the region. Meanwhile, in 2023, the Central Statistics Agency recorded a decrease in the percentage of public health literacy in West Nusa Tenggara to 39.4%. At the beginning of 2024, NTB Province experienced a significant increase in Dengue Hemorrhagic Fever (DHF) cases, according to data from the NTB Provincial Health Office during January 2024 there were 358 cases of dengue fever (Halwi, 2024).

With reference to the previously described context, the issues in this study can be stated as follows: (1) Do facilities in the Sumbawa Regency, Indonesia, have an impact on hospital patients' decisions to seek treatment? (2) Does public relations have an impact on hospital patients' decisions to seek treatment in Indonesia's Sumbawa Regency? (3) Is there an influence of service quality on treatment decisions on hospital customers in the Sumbawa Regency, Indonesia?

II. THEORITICAL FRAMEWORK

Treatment Decision

According to Lupiyoadi (2001), the decision to seek treatment should be made carefully supported by data and information that is relevant to the problem at hand. This decision can be seen from several dimensions, namely intuition, experience, facts, authority, and logic. The decision to seek treatment is an action or process in which an individual decides to seek medical services or treatment in order to address his or her health issues. In this study, the decision to seek therapy is considered a purchasing decision. According to Kotler and Armstrong (2018), the buying choice determines which brand the buyer will buy.

In this process, consumers gather information, evaluate choices, purchase products or services and finally assess satisfaction from those purchases. This stage shows the complexity of the decision-making process that involves meeting needs and evaluating existing alternatives.

According to Kotler & Armstrong (2018) there are several indicators that influence purchasing decisions, which are as follows: (1) wants recognition is the first stage of the purchasing process in which customers become aware of the presence of specific wants or preferences. After recognizing a need, customers begin looking for information to learn more about products or services that can suit their wants or preferences. (2) Information search is a vital

step in the purchasing process since it allows you to obtain a better grasp of the products or services that are offered. Consumers can use information search to uncover current alternatives, analyze advantages and disadvantages, and weigh many variables before making a purchasing decision. (3) Alternative evaluation is a critical stage in the decision-making process in which customers compare various product or service options that match their requirements. (4) A purchase decision is an important step in the purchasing process where customers select the good or service that best meets their requirements, desires, and tastes. (5) A critical stage in the purchasing process is post-purchase behavior, during which customers assess their level of happiness following the acquisition of a certain good or service.

Facilities

According to Tjiptono (2015), facilities are physical equipment to support the comfort provided by the service sales in order to get satisfaction for customers. Facilities are physical assets that must exist before a service can be provided to customers. Because the form of service cannot be seen, smelled, or touched, the physical form is a significant indicator of service.

According to Tjiptono (2015), there are several indicators that must be considered when determining service facilities, including: (1) Partial consideration or planning refers to aspects such as proportions, textures, colors, and others that must be considered, combined, and developed to elicit an intellectual and emotional response from the user or person who sees them. (2) Space designers are responsible for interior and architectural planning, such as the placement of furniture and indoor fixtures, circulation flow design, and other aspects. (3) Equipment or furniture serves as a display and welcome sign for customers while also protecting valuables. (4) The appropriate lighting setup in the room and the desired ambience. (5) Color is employed to improve efficiency, provide a sense of calm, and lower accident rates. (6) Perishability, or services, is a commodity that is not durable and cannot be stored. (7) Other supporting features include the availability of restrooms, dining and drinking establishments, places of worship, a vast and smooth internet area that is always examined for comfort levels, and so on.

Public Relations

According to Kotler and Keller (2018), public relations refers to a variety of initiatives designed to promote or preserve the image of a firm, product, or people. Public relations is a management function that is responsible for establishing and maintaining harmonious connections between organizations and the general public. This activity entails communication, understanding, and efforts to foster mutually beneficial cooperation. Furthermore, public relations helps management cope with a variety of difficulties and challenges, as well as promote effective change management.

Peter and Olson (2014) define publicity as any unpaid communication about a company, product, or brand marketer. According to Kotler and Keller (2012), public relations marketing is vital for promoting and building a company's or product's image. Pablic relations includes five main indicators, namely: (1) Press relations, conveying information and news that highlights the positive side of the organization. (2) Product publicity, activities that involve certain sponsorships or publications to introduce products to the audience. (3) Corporate communication, efforts to improve understanding of the organization through internal and external communication. (4) Lobbying, interaction with legislators and government officials to influence policies, laws, or regulations that support the interests of the organization. (5). Counseling, providing advice to management on public issues, the company's position, and strategies to maintain an image in both good and bad situations.

Quality of Service

According to Pride and Ferrell (2016), service quality is a customer's perception of how well a service fulfills or exceeds expectations. This suggests that service quality is determined by how well it meets or exceeds client expectations.

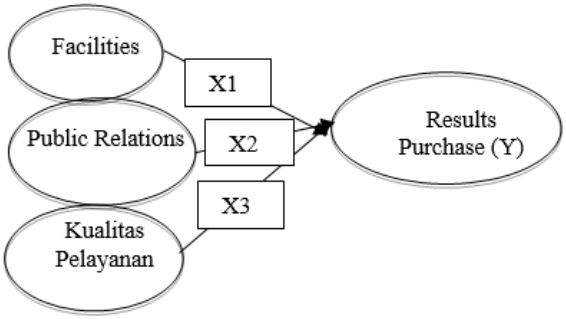
Service quality is the key in assessing the level of consumer satisfaction, which is influenced by the comparison between perceived and expected service. Good service has a positive impact, increasing satisfaction, loyalty, and the desire to repeatedly buy products, which ultimately increases the company's revenue.

The following are service quality indicators according to Tjiptono (2014), namely: (1) Physical evidence is one of the important indicators of service quality in measuring customer experience. It includes all the elements that customers can see, feel, or sense when they interact with the services provided. Examples include the cleanliness, neatness, and comfort of the physical environment of the place of service, such as buildings, facilities, and equipment. (1) Reliability refers to a service provider's capacity to deliver dependable and consistent service. This involves the ability to deliver service on schedule, without faults, and in compliance with client promises. (2) Responsiveness refers to a service provider's capacity to respond promptly and efficiently to a customer's demands, requests, or complaints. (3) Assurance is a crucial aspect of the services offered by a corporation. This comprises the expertise, ability, civility, and trustworthiness of the company's employees. (4) Empathy is the ability to feel and understand the feelings and experiences of others. This involves ease of relating to others, effective communication, personal attention to individual needs, and the ability to understand consumer perspectives and needs.

III. CONCEPTUAL FRAMEWORK

Sugiyono (2019) defines a research framework as a conceptual model that describes the interaction between theory and recognized problem variables. The goal is to present the object of research in general within the context of the variables to be researched.

In this study, a framework was prepared that included four variables, namely X1 (Facilities), X2 (Public Relations), X3 (Service Quality), and Y (Treatment Decisions). Variables X1, X2, and X3, act as independent or independent variables, while variable Y acts as dependent or bound variables.



Hypothesis

Sugiyono (2019) defines the hypothesis as a provisional answer to the framing of the research challenge. It is said that while the solutions provided are based solely on relevant hypotheses, they are not yet based on empirical facts gathered through data collection. The hypotheses offered in this study include:

H1: Facilities have a substantial impact on Hospital customers' purchasing decisions in the Sumbawa Regency.

H2: Public relations has a substantial impact on purchase decisions for hospital consumers in the Sumbawa Regency.

H3: Service quality influences purchase decisions for hospital clients in the Sumbawa Regency.

IV. RESULTS AND DISCUSSION

Before verifying the hypothesis, a validity test is performed on the measuring instrument items to guarantee that each variable is measured accurately. Based on the findings of the outer loading of all items from the facility variables, public relations and service quality were certified valid because the r calculation value was more than the r table value, which was 0.361.

After validating the measuring tool, the cronbach alpha statistical test is used to determine its dependability. A variable is considered dependable if the Cronbach alpha value exceeds 0.60. This means

that each of these indicators is trustworthy or consistent in measuring the factors in question.

Table 1,1: Reliability Test

Variable	Cronbach Alpha *Values*
Facilities	0,720
Public Relations	0,842
Quality of Service	0,923
Treatment/Purchase Decision	0,916

Source: Data primary processed, 2024

The table above shows that there are no values less than 0.60, indicating that all items in each variable meet the dependability standards.

Hypothesis Testing

This study contains three hypotheses based on the written problem formulation. The hypothesis was tested using a t-test (partial), which indicates a significant value. If t > t table and significant value < 0.05, it indicates a substantial relationship between the independent and bound variables. If t < t table and significant value > 0.05, there is no significant relationship between the free and bound variables.

Table 1,2: Test Results

Variable	T count	Signifikant
Facilities (X1)	7.818	0,000
Public Relations (X2)	9.485	0,000
Quality of Service (X3)	50.045	0,000

Source: Data primary processed, 2024

The table above shows that facilities have a substantial impact on purchasing decisions. The t-count and t-table values (7.818 > 1.985) show statistical significance (0.000 < 0.05).

Public relations variables have a significant effect on purchase decisions. This is evident from the t-calculated and t-table values (9.485 > 1.985) with significant values (0.000 < 0.05).

The variable of service quality has a significant effect on the purchase decision. This is evident from the t-calculated and t-table values (50.045 > 1.985) with significant values (0.000 < 0.05).

DISCUSSION

The Impact of Facilities on Customer Purchase Decisions at Hospital X in the Sumbawa Regency.

Based on the data analysis results, the Facility hypothesis in this study is accepted. This suggests that facilities have a favorable and considerable influence on purchasing decisions. The results of this test are consistent with earlier research, which confirms Petra et al.'s (2022) findings of a positive and substantial association between facilities and purchase decisions.

The Impact of Public Relations on Purchase Decisions of Hospital X's Customers in Sumbawa Regency Furthermore, data analysis indicates that the public relations hypothesis in this study is accepted. This indicates that public relations has a favorable and considerable influence on purchasing decisions. This test's results are consistent with earlier research, which confirms Harun et al.'s (2020) finding of a positive and significant association between public relations and purchase decisions.

The Impact of Service Quality on Purchase Decisions among Hospital X Customers in the Sumbawa Regency.

Based on the data analysis results, it is possible to conclude that the study's service quality characteristics are acceptable. This suggests that service quality has a favorable and considerable influence on purchasing decisions. The results of this test are consistent with prior research, which found a favorable and significant association between service quality and purchase decisions.

CONCLUSION

Based on the data and discussion, the following findings can be drawn: (1) Facilities have a favorable and significant impact on Hospital X customers' buying decisions in Sumbawa Regency. (2) Public relations had a good and considerable impact on the purchasing decisions of Hospital X consumers in Sumbawa Regency. (3) Service quality influences purchase decisions for Hospital X clients in the Sumbawa Regency in a positive and significant way.

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