

## SUMMARY

### **The Effort to Increase Follow-up of HIV/AIDS Patient with ART Based on HIV/AIDS Related Stigma and Customer Value Analysis**

HIV / AIDS Services in Dr. Soetomo General Hospital formed into a special unit which called Infectious Disease Intermediates Care Unit (UPIPI). UPIPI services covering all health measures in general, which is promotive, prevention, diagnosis, treatment and rehabilitative services for people living with HIV. Standard of HIV / AIDS patients with antiretroviral therapy who failed follow-up in UPIPI Dr. Soetomo General Hospital follow the standards set by the World Health Organization (WHO), which is  $\leq 20\%$  of the total patients who should follow-up for one year. On average, loss to follow-up rate of HIV / AIDS patients with ART in UPIPI Hospital Dr. Soetomo during the years 2010 - 2013 still exceeds the standards set by the WHO which is an average of 37.4%.

The purpose of this research is to develop recommendations to increase follow-up of HIV / AIDS patients with ART in UPIPI Dr. Soetomo General Hospital based on HIV/AIDS related stigma and customer value analysis. Stigma in this study was referred to HIV/AIDS related stigma.

This study is analytic observational study conducted in May 2015 in the outpatient UPIPI. The sampling technique was accidental random sampling with total sample of 294 people. Data was gathered using questionnaires and the data collection sheet to record the follow-up of patients. The criteria for inclusion in this study were: (1) Patients aged  $\geq 18$  years; (2) The complete patient medical record data; (3) Patients already taking antiretroviral drugs for 6 months or more ;(4) Patients come when the data retrieval and never seek treatment at Hospital Dr. UPIPI Soetomo at least six months before the day of data collection ;(5) The patient is able and willing to fill the research instruments and confirmed. Data were analyzed descriptively with cross tabulation and Pareto Law 80:20 and statistically analyzed by linear regression.

The results showed that HIV/AIDS related stigma is divided into four stages, namely labeling, stereotyping, separation and status loss, and discrimination. While discrimination itself consists of three components, that is self-imposed discrimination, individual discrimination, and structural / institutional discrimination. Patients with a poor perception of the labeling and stereotyping still a lot. But most patients have a good perception about separation and status loss. There are still many patients who feel self-imposed discrimination.

Customer value in this research is the customer delivered value is formed from the ratio of total customer benefit and total customer cost. This study showed that most of HIV / AIDS patients in UPIPI Dr. Soetomo General Hospital has a low value.

While the Follow-up in this research is the presence of the patient to UPIPI Dr. Soetomo General Hospital to antiretroviral drug therapy. Follow-up level of patients is low and was still quite a lot.

The results of linear regression showed that ART duration and patient knowledge about HIV/AIDS not affect HIV/AIDS related stigma, customer value, and follow-up. Otherwise, follow-up of patients affected by customer value ( $p=0,010$ ;  $\beta=0,150$ ), while customer value was affected by HIV / AIDS-related stigma through discrimination ( $p=0,000$ ;  $\beta=-0,310$ ). Discrimination was formed through a process of labeling, stereotyping, and separation and loss status. So it can be concluded that the HIV / AIDS-related stigma (discrimination) affects the follow-up through customer value.

Based on the stigma and customer value analysis, this study recommendation for UPIPI Dr. Soetomo General Hospital to increase the patient follow-up are (1) The provision of education to patients (2) The submission of information to the patient about the purpose of the special unit dealing with HIV / AIDS at the Dr. Soetomo General Hospital (3) Improved peer support (4) Advocation to top management (5) Educate physicians about the PPE and how to treat patients with HIV / AIDS (6) Improved quality of service.

