ABSTRACT

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

Each patient with HIV / AIDS who have received ART should be done regularly and lifetime. But in practice, patients often loss to follow-up. On average, loss to follow-up rate of HIV / AIDS patients with ART in UPIPI Dr. Soetomo General Hospital 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 Hospital Dr. Soetomo based on stigma and customer value analysis. This study is conducted in May 2015 in the UPIPI outpatient using questionnaires and the data collection sheet. The sample size was 294 people. Data were analyzed descriptively and statistically by linear regression. The results showed there are still many patients with a poor perception of the labeling, stereotyping, and who feel self-imposed discrimination. This study showed that most HIV / AIDS patients in UPIPI Dr. Soetomo General Hospital has a low value. Follow-up level under 95% still quite a lot. The results of linear regression showed that ART duration and patient knowledge about HIV/AIDS did not affect HIV/AIDS related stigma, customer value, and follow-up. Otherwise, follow-up of patients affected by customer value (p=0,010; β=0,150), while customer value was affected by HIV / AIDS-related stigma through discrimination (p=0,000; β=-0,310). So it can be concluded that the HIV / AIDS-related stigma affects the follow-up through customer value. Recommendation 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.

Keywords: HIV/AIDS related stigma, customer value, follow-up to ART