

**NILAI PRIBADI, EVALUASI OUTCOME, SIKAP, NIAT, PERCEIVED BEHAVIOR CONTROL DAN PENGARUH TERHADAP PROSES PENGAMBILAN KEPUTUSAN, KEPUTUSAN DAN TINDAKAN MEMANFAATKAN PELAYANAN KESEHATAN PUSKESMAS DI KOTA KENDARI**

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**ABSTRACT**

**The influence of personal value, outcome evaluation, attitude, intention, and perceived behavioral control on decision-making processes, decisions, and actions in utilizing public health center services**

This study begins with the problem of low utilization of services in health centers where the target is not in accordance with the realization. The purpose of this study was to analyze the influence of personal value, outcome evaluation, attitude, intention, and perceived behavioral control on decision-making processes, decisions, and actions in utilizing public health center services.

The design of this research was quantitative by using cross sectional survey method. The research was conducted in all areas of health centers in Kendari. The unit of analysis was patients or families of the patients who decided to utilize health center services. The samples were proportionally calculated and should comply with the requirement of the model size which consisted of 410 samples.

The results showed that personal values had a significant effect on outcome evaluation and decision to public health center services. Personal values had no significant effect on attitudes. Outcome evaluation had a significant effect on attitude to utilize public health center services. An intention had a significant influence on the decision making process in utilizing public health center services. The decision-making process significantly influenced the decisions in utilizing public health center services. The perceived behavioral control significantly influenced the decision making process and the decision itself. The decision significantly influenced the action to utilize public health center services.

Due to the discovery of new scientific concepts within the scope of consumers' behavior in the clinic, it can be used as a basis for improving the performance of health centers by understanding of personal values of society and provide training to public officials to increase confidence about the ability to control his behavior in the use of public health center. The results are also useful for developing strategies in the management of public health centers as an option in utilizing health services.

**Keywords:** Personal value, outcome evaluation, attitude, intention, perceived behavioral control, decision-making.

## ABSTRAK

**Pengaruh Nilai Pribadi, Evaluasi *outcome*, Sikap, Niat, dan  
Perceived Behavior Control terhadap Proses Pengambilan Keputusan,  
Keputusan, dan Tindakan Memanfaatkan Pelayanan Puskesmas**  
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Penelitian ini diawali dengan masalah rendahnya pemanfaatan pelayanan Puskesmas di mana realisasi tidak sesuai dengan target yang telah ditentukan. Tujuan dari penelitian ini adalah menganalisis pengaruh nilai pribadi terhadap evaluasi *outcome*, sikap, keputusan memanfaatkan pelayanan Puskesmas, pengaruh niat dan *perceived behavioral control* terhadap proses pengambilan keputusan, keputusan, dan tindakan memanfaatkan pelayanan Puskesmas.

Rancangan penelitian ini adalah penelitian kuantitatif dengan pendekatan *cross sectional* menggunakan metode survey. Penelitian dilakukan pada seluruh wilayah Puskesmas di kota Kendari. Unit analisis yaitu pasien atau keluarga pasien yang mengambil keputusan untuk memanfaatkan pelayanan Puskesmas. Besar sampel dihitung secara proporsional dan memenuhi ketentuan model *size* yaitu sebesar 410 sampel.

Hasil penelitian menunjukkan, nilai pribadi berpengaruh signifikan terhadap evaluasi *outcome* dan keputusan memanfaatkan pelayanan Puskesmas. Nilai pribadi mempunyai pengaruh tidak signifikan terhadap sikap. Evaluasi *outcome* berpengaruh signifikan terhadap sikap memanfaatkan pelayanan Puskesmas. Niat berpengaruh signifikan terhadap proses pengambilan keputusan memanfaatkan pelayanan Puskesmas. Proses pengambilan keputusan berpengaruh signifikan terhadap keputusan memanfaatkan pelayanan Puskesmas. *Perceived behavior control* berpengaruh signifikan terhadap proses pengambilan keputusan dan keputusan. Keputusan berpengaruh signifikan terhadap tindakan memanfaatkan pelayanan Puskesmas.

Dengan ditemukannya konsep ilmiah baru dalam lingkup perilaku konsumen di Puskesmas, maka dapat dipakai sebagai dasar meningkatkan kinerja Puskesmas melalui pemahaman nilai pribadi masyarakat dan petugas memberikan pelatihan pada masyarakat untuk meningkatkan keyakinan tentang kemampuan mengendalikan perilakunya dalam memanfaatkan pelayanan Puskesmas. Hasil ini juga berguna untuk mengembangkan strategi Puskesmas dalam pengelolaan pelayanan kesehatan sebagai pilihan memanfaatkan pelayanan kesehatan.

**Key words:** nilai pribadi, evaluasi *outcome*, sikap, niat, *perceived behavior control*, pengambilan keputusan

## SUMMARY

### **The influence of personal value, outcome evaluation, attitude, intention, and perceived behavioral control on decision-making processes, decisions, and actions in utilizing public health center services**

Public health center in the National Health Service system established as the spearhead of health services in Indonesia. As a leading health care facility, a public health center is not only responsible in organizing medical service, but also responsible for organizing public health services. Public health services have been evenly spread throughout the territory of the Republic of Indonesia, including in Southeast Sulawesi province. However, the spread of health centers have not been uniformly supported by the number of utilizations corresponding to the specified target.

The empirical problem in this research was the low utilization of public health centers done by the community. There were several factors that affected the utilization of public health centers, namely the physical environment, organization, community and cultural environments. The results of the study indicated that the cause of the public visitation which was relatively low to a health clinic is individual factor, especially personal value. Theoretical issues discussed were 1) no one analyzed the influence of personal value on the outcome evaluation, and the influence of outcome evaluation on attitude; 2) behavioral factors in the Theory of Planned Behavior was always interpreted as an action, whereas to obtain a service, a patient made some stages to utilize public health center services.

The objective of this dissertation was to develop models of patients' behavior in using health services at public health centers based on the analysis: 1) the influence of personal value on the outcome evaluation and decisions to utilize public health center services ,2) the effect of outcome evaluation on attitude, 3) the influence of intention on the decision-making process , 4) the influence of the decision-making process on the decision itself, 5) the influence of perceived behavioral control on the decision-making process and the decision itself, 6) the influence of satisfaction on the action of utilizing health center services.

The design used was a quantitative research by using cross sectional survey method that aimed to explain the influence between variables. The research conducted in the entire working areas of public health center in Kendari. Meanwhile, the unit of analysis was the patients or families of the patients who decided to obtain health services in public health centers. The samples were 410 people who were determined based on the sample taken proportionally and met the requirements of likelihood estimation.

Descriptive statistical analysis was used to measure personal value, outcome evaluation, attitude, intention, perceived behavioral control, decision-making processes, decisions, and action in utilizing health center services. The analysis of lane is used to: 1) examine the influence of personal value on outcome evaluation and the decision, the influence of outcome evaluation on attitude, the influence of intention on decision-making processes, the influence decision-making processes on the decision itself, the influence of perceived behavioral control on the decision-making process and the decision itself, and the influence of the decision on the action in utilizing public health center services, 2) determine the best model of the path influence of personal value

,outcome evaluation, attitude, intention, and perceived behavioral control on the decision-making process in utilizing health center services.

The results of research which were descriptively analyzed showed that the personal value in utilizing public health centers was relatively high, meaning that personal value was strong enough to be used as a basis the utilization of public health center services. In addition, most personal value was more directed to the emotional personal value. The outcome evaluation of public health center service was already better, meaning that the patients had good perception of public health center services. Moreover, the patients' empathy about health center services best contributed to the outcome evaluation.

The attitude in utilizing public health center services was mostly dominated by a positive attitude in using public health center services. The intention to utilize public health center services was considerably high, meaning that the desire to utilize the health center services was getting stronger. The decision-making process was relatively good and gathering information had provided the highest contribution. The perceived behavioral control was still low, meaning that patient's ability to control the behavior of utilizing health center services was still weak. The decision was dominated by an attitude of utilizing, while action was dominated by the attitude of utilizing public health center services.

The best model of test results indicated that (1) personal value affected: a) outcomes evaluation, and b) the decision, (2) outcome evaluation directly influenced the attitudes, (3) the intention directly affected the decision-making process, (4) the decision-making process influenced the decision itself; (5) perceived behavioral control directly affected: a) the decision, and b) decision-making process; 6) the decision directly influenced the action to utilize public health center services.

Hypothesis one: personal value had a significant effect on outcome evaluation of public health service centers, meaning that the higher the value, the better the patient's personal perception (outcome evaluation) about public health center services. In addition, personal value of patients tended to be a personal emotional value, meaning that if the public health service was able to meet the patients' emotional personal, the patients' perception of public health center services would be better. Hypothesis two: the personal value significantly influenced the decision to utilize public health center services, meaning that the higher the patients' personal values, the stronger the decision to utilize public health center services.

Hypothesis three: outcome evaluation of health center services had a significant effect on the attitude of utilizing health center services, meaning that the better the patient's perception (outcome evaluation) about health center services, the more positive attitude to utilize the service. Hypothesis four: the intention significantly affected the decision-making process to utilize public health center services, meaning that the higher the intention to utilize the public health center services, the better the decision-making process to utilize the health center. Hypothesis five: the decision-making process significantly influenced the decision to utilize public health center services, meaning that the better the decision-making process to utilize the public health center services, the stronger the decision to utilize health center services.

Hypothesis six: perceived behavioral control significantly influenced the decision-making process to utilize the public health center services, meaning that the higher the

ability to control the patients' behavior, the better decision-making process to utilize health center services. Furthermore, Hypothesis seven: perceived behavioral control influenced the decision to utilize the public health center services, meaning that the lower the ability to control the patients' behavior, the stronger the decision to avoid the utilization of public health center services.

Hypothesis eight: the decision to utilize public health center services had a significant influence on the action to utilize public health center services, meaning that the stronger the decision to utilize the health center services, the more intensive the utilization of public health center will be implemented.

Hypothesis six: research model to explain the influence of personal values, outcome evaluations, attitudes, intentions, perceived behavior control over decision making processes, decisions, and actions take advantage of their suitability to service centers. That is, the research model can explain the empirical conditions prior to use utilization of public health center services.

The important findings of the model were successfully developed a model of patients' behavior in choosing public health center as a place to obtain medical care by developing the behavior of three variables, namely, decision-making process, decisions and actions to utilize public health center services. The results showed that perceived behavioral control influenced decision-making processes, decisions, and actions to utilize public health center services. The personal value influenced the outcome evaluation of public health center services.

Therefore, the results of the research provide new knowledge for researchers and it is recommended to:

1. Identifying more about the various factors that control the behavior of someone outside the will.
2. Can carry out similar studies with interventions in the officer and community.
3. Conducting the same study by selecting a different unit of analysis, such as different service units in all community health center or health centers.

The results can also be used by health centers to improve performance of community health center. Therefore, it is recommended to the Health Center to implement the intervention in the form of training to health center staff. This training aims to give officers the knowledge and skills in providing services to the community by understanding the personal values held by local communities. In addition, an officer who has been trained to train people to improve the ability to control his behavior. Officers who have been trained to be professional certification as a trainer so that more responsible in carrying out tasks and can be used for coaching career.

## RINGKASAN

### **Pengaruh Nilai Pribadi, Evaluasi *Outcome*, Sikap, Niat, dan *Perceived Behavior Control* terhadap Proses Pengambilan Keputusan, Keputusan, dan Tindakan Memanfaatkan Pelayanan Puskesmas**

Puskesmas dalam sistem pelayanan kesehatan nasional ditetapkan sebagai ujung tombak pelayanan kesehatan di Indonesia. Sebagai sarana pelayanan kesehatan terdepan, Puskesmas selain bertanggung jawab dalam menyelenggarakan pelayanan kedokteran juga bertanggung jawab dalam menyelenggarakan pelayanan kesehatan masyarakat. Penyebaran Puskesmas telah merata di seluruh wilayah Republik Indonesia, termasuk di Provinsi Sulawesi Tenggara. Namun, penyebaran Puskesmas yang sudah merata tidak didukung dengan jumlah pemanfaatan yang sesuai dengan target yang ditentukan.

Masalah empiris dalam penelitian ini adalah masih rendahnya pemanfaatan Puskesmas oleh masyarakat. Terdapat beberapa faktor yang mempengaruhi pemanfaatan Puskesmas, yaitu lingkungan fisik, organisasi, masyarakat dan lingkungan budaya. Hasil kajian mengindikasikan bahwa penyebab rendahnya kunjungan masyarakat ke Puskesmas adalah faktor individu khususnya nilai pribadi. Sementara itu, masalah teoretis yang diangkat adalah: 1) belum ada yang menganalisis pengaruh nilai pribadi terhadap evaluasi *outcome*, dan pengaruh evaluasi *outcome* terhadap sikap; 2) faktor *behavior* dalam *theory of planned behavior* selalu diinterpretasikan sebagai tindakan, padahal untuk memperoleh suatu jasa pelayanan pasien melakukan beberapa tahapan untuk tindakan memanfaatkan pelayanan Puskesmas.

Tujuan penelitian disertasi ini adalah mengembangkan model teori perilaku pasien dalam memanfaatkan pelayanan kesehatan di Puskesmas berdasarkan analisis: 1) pengaruh nilai pribadi terhadap evaluasi *outcome* dan keputusan memanfaatkan pelayanan Puskesmas; 2) pengaruh evaluasi *outcome* terhadap sikap; 3) pengaruh niat terhadap proses pengambilan keputusan; 4) pengaruh proses pengambilan keputusan terhadap keputusan, 5) pengaruh *perceived behavioral control* terhadap proses pengambilan keputusan dan keputusan; 6) pengaruh keputusan terhadap tindakan memanfaatkan pelayanan Puskesmas.

Rancangan yang digunakan adalah penelitian kuantitatif dengan pendekatan *cross sectional* menggunakan metode survei, yang bertujuan menjelaskan pengaruh antar variabel. Penelitian dilakukan di seluruh wilayah kerja Puskesmas kota Kendari dengan unit analisis yaitu pasien atau keluarga pasien yang mengambil keputusan untuk memperoleh pelayanan kesehatan di Puskesmas. Besar sampel sebanyak 410 ditentukan berdasarkan sampel secara proporsional dan memenuhi ketentuan *likelihood estimation*.

Analisis statistik deskriptif digunakan untuk mengukur nilai pribadi, evaluasi *outcome*, sikap, niat, *perceived behavior control*, proses pengambilan keputusan, keputusan dan *action* memanfaatkan pelayanan Puskesmas. Analisis jalur digunakan untuk: 1) menguji pengaruh nilai pribadi terhadap evaluasi *outcome*, dan keputusan, pengaruh evaluasi *outcome* terhadap sikap, pengaruh niat terhadap proses pengambilan keputusan, pengaruh proses pengambilan keputusan terhadap keputusan, pengaruh *perceived behavioral control* terhadap proses pengambilan keputusan dan keputusan, dan pengaruh keputusan terhadap tindakan (*action*) memanfaatkan pelayanan Puskesmas; 2) menentukan model terbaik jalur pengaruh nilai pribadi, evaluasi *outcome*, sikap, niat, dan

*perceived behavior control* terhadap proses pengambilan keputusan, keputusan, dan tindakan memanfaatkan pelayanan Puskesmas.

Hasil penelitian yang diolah secara deskriptif menunjukkan bahwa nilai pribadi memanfaatkan Puskesmas sebagian besar sudah tinggi, artinya nilai pribadi sudah kuat menjadi dasar memanfaatkan pelayanan Puskesmas. Selain itu, nilai pribadi sebagian besar lebih mengarah pada nilai pribadi emosional. Evaluasi *outcome* pelayanan Puskesmas sebagian besar sudah baik, artinya persepsi pasien tentang pelayanan Puskesmas sudah baik. Selain itu, *emphaty* pasien tentang pelayanan Puskesmas memberikan kontribusi terbaik pada evaluasi *outcome*.

Sikap memanfaatkan pelayanan Puskesmas sebagai besar didominasi sikap positif memanfaatkan pelayanan Puskesmas. Niat memanfaatkan pelayanan Puskesmas sebagian besar sudah tinggi, artinya semakin kuat keinginan untuk memanfaatkan pelayanan Puskesmas. Proses pengambilan keputusan sebagian besar sudah baik dan mengumpulkan informasi memberikan kontribusi tertinggi. *Perceived behavioral control* sebagian besar masih rendah, artinya kemampuan pasien dalam mengendalikan perilaku memanfaatkan pelayanan Puskesmas masih lemah. Keputusan lebih didominasi akan memanfaatkan, dan tindakan didominasi oleh memanfaatkan pelayanan Puskesmas.

Hasil uji model terbaik menunjukkan bahwa (1) nilai pribadi berpengaruh terhadap: a) evaluasi *outcome*, dan b) keputusan; (2) evaluasi *outcome* berpengaruh terhadap sikap; (3) niat berpengaruh terhadap proses pengambilan keputusan; (4) proses pengambilan keputusan berpengaruh terhadap keputusan; (5) *Perceived behavioral control* berpengaruh terhadap: a) keputusan, dan b) proses pengambilan keputusan; (6) keputusan berpengaruh terhadap *action* memanfaatkan pelayanan Puskesmas.

Hipotesis satu: nilai pribadi berpengaruh signifikan terhadap evaluasi *outcome* pelayanan Puskesmas. Hal ini berarti bahwa semakin semakin mampu Puskesmas untuk memenuhi aspek emosional yang dimiliki seseorang maka akan semakin baik persepsi seseorang tentang pelayanan Puskesmas. Hipotesis dua: nilai pribadi berpengaruh signifikan terhadap keputusan memanfaatkan pelayanan Puskesmas. Artinya, semakin mampu Puskesmas untuk memenuhi nilai pribadi emosional yang dimiliki seseorang, maka semakin kuat keputusan akan memanfaatkan pelayanan Puskesmas.

Hipotesis tiga: evaluasi *outcome* pelayanan Puskesmas berpengaruh signifikan terhadap sikap memanfaatkan pelayanan Puskesmas. Artinya, semakin baik persepsi seseorang tentang pelayanan Puskesmas, maka semakin positif sikap seseorang untuk memanfaatkan pelayanan Puskesmas. Hipotesis empat: niat (*intention*) berpengaruh signifikan terhadap proses pengambilan keputusan memanfaatkan pelayanan Puskesmas. Hal ini berarti bahwa semakin tinggi niat memanfaatkan pelayanan Puskesmas, maka semakin baik analisis kebutuhan, mengumpulkan informasi, dan evaluasi alternatif dilaksanakan untuk memanfaatkan pelayanan Puskesmas. Hipotesis lima: proses pengambilan keputusan berpengaruh signifikan terhadap keputusan memanfaatkan pelayanan Puskesmas. Hal ini berarti bahwa semakin baik analisis kebutuhan, mengumpulkan informasi, dan evaluasi alternatif dilaksanakan maka semakin kuat keputusannya untuk memanfaatkan pelayanan Puskesmas.

Hipotesis enam: *perceived behavioral control* berpengaruh signifikan terhadap proses pengambilan keputusan memanfaatkan pelayanan Puskesmas. Artinya, semakin tinggi keyakinan seseorang mengendalikan perilaku yang dimilikinya maka semakin baik tahapan proses pengambilan keputusan untuk memanfaatkan pelayanan Puskesmas.

Demikian pula dengan hipotesis tujuh: *perceived behavioral control* berpengaruh signifikan terhadap keputusan memanfaatkan pelayanan Puskesmas. Hal ini berarti bahwa semakin tinggi keyakinan seseorang mengendalikan perilaku yang dimilikinya maka semakin kuat keputusan akan memanfaatkan pelayanan Puskesmas.

Hipotesis delapan: keputusan memanfaatkan pelayanan Puskesmas berpengaruh signifikan terhadap tindakan (*action*) memanfaatkan pelayanan Puskesmas. Hal ini berarti bahwa, semakin kuat keputusan akan memanfaatkan pelayanan Puskesmas, maka tindakan segera dilaksanakan untuk memanfaatkan pelayanan Puskesmas.

Hipotesis sembilan: model penelitian yang menjelaskan pengaruh nilai pribadi, evaluasi *outcome*, sikap, niat, *perceived behavior control* terhadap proses pengambilan keputusan, keputusan, dan tindakan memanfaatkan pelayanan Puskesmas menunjukkan kesesuaian. Artinya model penelitian dapat menjelaskan kondisi empiris sebelum memanfaatkan pelayanan Puskesmas.

Temuan penting dari model tersebut adalah berhasil dikembangkannya model teori perilaku pasien dalam pemilihan Puskesmas sebagai tempat memperoleh pelayanan kesehatan, dengan mengembangkan *behavior* menjadi tiga variabel yaitu, proses pengambilan keputusan, keputusan, dan tindakan (*action*) memanfaatkan pelayanan Puskesmas. Hasil penelitian menunjukkan bahwa, *perceived behavior control* mempengaruhi proses pengambilan keputusan, keputusan, tindakan memanfaatkan pelayanan Puskesmas. Nilai pribadi mempengaruhi proses pengambilan keputusan, dan keputusan memanfaatkan pelayanan Puskesmas.

Hasil penelitian ini memberikan pengetahuan baru bagi para peneliti, dan selanjutnya disarankan:

1. Mengidentifikasi lebih lengkap tentang berbagai faktor yang mengendalikan perilaku seseorang di luar kemauannya.
2. Dapat melaksanakan penelitian sama dengan memberikan intervensi pada petugas dan masyarakat.
3. Melaksanakan penelitian yang sama dengan memilih unit analisis yang berbeda, seperti unit pelayanan berbeda di Puskesmas atau seluruh Puskesmas.

Hasil penelitian ini juga dapat digunakan oleh Puskesmas untuk meningkatkan kinerja Puskesmas. Oleh karena itu, disarankan kepada pihak Puskesmas untuk melaksanakan intervensi berupa pelatihan kepada petugas Puskesmas. Pelatihan ini bertujuan untuk memberikan pengetahuan dan keterampilan petugas dalam meningkatkan pelayanan pada masyarakat dengan memahami nilai pribadi yang dianut oleh masyarakat setempat. Selain itu, seorang petugas yang telah dilatih dapat melatih masyarakat untuk meningkatkan kemampuan mengendalikan perilakunya. Petugas yang telah dilatih dapat diberikan sertifikasi profesi sebagai seorang *trainer* sehingga lebih bertanggungjawab dalam melaksanakan tugas dan dapat digunakan untuk pembinaan karirnya.