

ABSTRACT

The aim of research is to determine the structure of attitudes, attitude formation process and the variables that influence the formation of attitudes towards patients Jampersal policy. In addition, to develop effective policies to address the growing number of patients.

Patient attitude structure formation is described using the Triadik Schema Theory of Rosenberg and Hovland. Besides the motivation of patients utilizing Jampersal explained through the theory of Maslow's Hierarchy of Needs.

Conclusion of the research shows that many factors play a role in the formation of positive attitudes is directives from health care officer and mass media. Greatest motivation for the behavior of patients to utilize Jampersal in hospital is fear of the high cost of labor in the hospital. While confidence in the ability of human resources as well as the completeness of hospital medical equipment to be motivated choice General Hospital as a referral.

The policy proposed is tested on a policy to regulate the flow of referral patterns Jampersal referral of patients between hospitals, community health centers and other hospitals PONEK serving Jampersal.

Keywords: Attitudes and Behavior, Maternity Insurance, Motivation, Policy tiered referral patterns