



Student's Perceived External Prestige (PEP) In Teaching Hospital

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ABSTRACT

Some colleges have health faculty are also completed by hospital facility in supporting the given education. The hospital facility is used as either supporting teaching and learning process. In fact, the students' interest for using health facility is still less, even the provided facilities have not become a main choice in medical treatment. The purpose of this research was describing student's Perceived External Prestige (PEP) in teaching hospital. Population of this research was all of bachelor students who were in II – VI semester either from health faculty or non-health faculty, were 370 students. Furthermore, this research was categorized as quantitative research by descriptive survey approach. The survey was conducted in foremost private college in 2015. The result of this research showed that student's Perceived External Prestige (PEP) toward teaching hospital most likely in a good category (70,8%) students. However, the researcher of this research hoped for next researcher to develop other variables in his or her research and even he or she did not only use the students as the respondents. Besides, the researcher also hoped for the management of teaching hospital either gave prime service for users of health service or improved partnership with the college.

Keywords: Student, Perceived External Prestige (PEP), Teaching hospital.

INTRODUCTION

There were some researchers' opinions about aspect that could be as basic prediction for individual or group to an organization. One of the results of organization activity process that could be the prediction was the performance of the organization. Data of outpatient visits (*KunjunganRawatJalan (KRJ)*) and *Bed Occupancy Ratio (BOR)* was one of the performances of a hospital. That was why, in order to look an image prediction, it was provided reference level between users of healthcare services in hospital of Makassar. However, the data was called as data of KRJ and BOR. Data of reference level between users of healthcare services in hospital at Makassar City illustrated the variation of the number of visitationfor each hospital. Differences of the number of outpatient visits showed a difference ofinterest of visits in each hospital as well as the utilization of hospital beds in Makassar city.

BOR total at hospital generally was at normal standards while there were still some private and government hospitals which were still under the normal standard. BOR value which was average value (quite good) that meant normal by the standards of the Department of Health could be used as a prediction of the prestige of inpatient services in hospital. One of the market shares of health care services in hospital was student's university with its consideration under the protection of the foundation, which was as similar as hospital. Whereas, the number of users of health care services by its students was still small. Furthermore, data that described hospital image to other hospitals in Makassar city, individual factors which were quite varied, and expectation level with quite good knowledge toward health care services to its students, encouraged researcher to be interested to analyze further about the effect of individual factors and Perceived External Prestige (PEP) toward the primary selection in having treatment for students in hospital of Makassar.

PEP could show the degree of the organization prestige when it was compared with the others (Mael and Ashforth, 1992). Besides, PEP was defined as an assessment from organization members about what the other people thought of their organization (Dutton and Dukerich, 1991; Dutton et al., 1994). Based on the definitions which were explained above, the last explained definition was the most relevant with this research, which were from Dutton and Dukerich, 1991; Dutton et al., 1994. Attribution theory gave an explanation of process of how we determined the cause or motive of person's behavior. Besides, it also explained that this theory was directed to develop the explanation by our own way to appraise people differently, depended on the meaning of what we attributed / related to certain behavior (Robbins, 2003). The attribution theory referred to how a person explained the cause of other people's behavior or our own behavior and then, it could be determined whether it was from internal aspect or external one (Robbins, 1997), so by that thing, it could be seen the effect toward individual behavior.

MATERIAL AND METHODS

The purpose of this research was describing student's Perceived External Prestige (PEP) in teaching hospital. This research was categorized as quantitative research with descriptive survey approach. The survey was conducted in foremost private college in 2015. This research was conducted in Makassar city in 2015. Population of this research was all of bachelor students who were in II – VII semester with the total of sample were 370 students. The sample collection was conducted proportionally in each faculty.

The measurement of PEP consists of six questions, which uses six scales. Respondents will receive the value of 1 for strongly disagree. There are some negative questions whose value is inversely proportional to the value of positive questions. As for the negative questions is number 3 and number 5. The questions are; 1) "People consider that the teaching hospital under the auspices of the foundation are the same as the my college had the opportunity to grow and develop in the future", 2) "people judge our hospital is a Highly organizational status", 3) "people judge that the competence of nursing staff at RSIS are generally less well, 4) "people recognizes that RSIS is one of the best hospitals in our city", 5) "People Others judge that many patients / health services users desire when choosing it pain is not an alternative for treatment seeking", and 5) "people judge that many other prospective students aspiring to join the students at my college".

RESULTS AND DISCUSSION

According to the result of univariate analysis test, an illustration of respondents' characteristic of student's Perceived External Prestige (PEP) toward teaching hospital as follows:

Table 1. Respondent's Characteristics

| Characteristics | % | M (SD) |
|--|------|------------|
| Age | | 20,4 (2,1) |
| Gender (female) | 64,9 | |
| Origin | | |
| Outside of Capital | 42,2 | |
| Inside of Capital | 57,8 | |
| Distance of Residence from Hospital (KM) | | 2,11 (0,8) |
| Visitation to Hospital | | |
| Ever | 51,9 | |
| Never | 46,5 | |
| Unknown about Hospital | 1,6 | |
| Faculty | | |
| Non-health | 62,2 | |

According to table 1, it presents descriptive statistics of student sample. Students mean likely to be about 20,4 years old, be female and the origin from inside of capital. Distance of residence from hospital (M = 2,11 KM) . However, responden most likely from inside of capital, but still 1,6% respondents who have unknown about hospital. Respondents had experience more in visitation to hospital (51,9%), whether respondents who were never had experience about it were in 46,5%. Respondents who were from inside the capital were more than from the outside one. Most of respondents' residence distance were more than 5 kilometers (> 5KM) from hospital (39,2%). Moreover, the respondents who were from non-health faculty (62,2%).

The Data was analysis by frequency tables that will illustrate the value of percentage of each respondent characteristics. Beside that, the graphic that show the percentage of students according PEP.

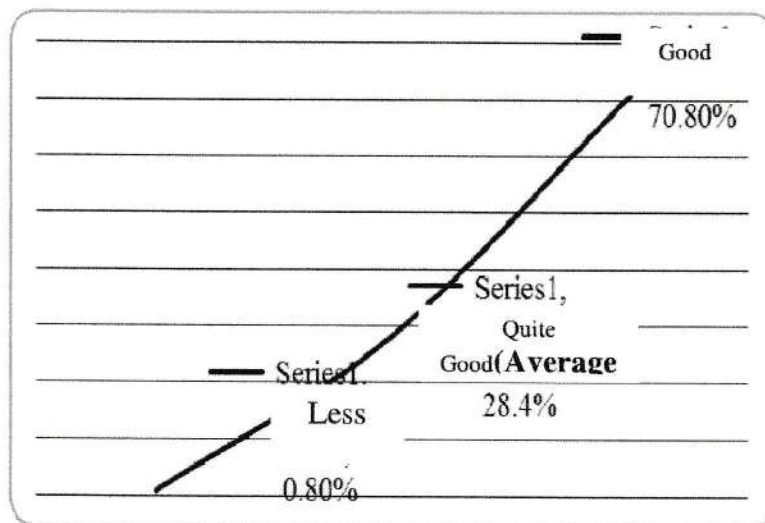


Figure 1. Illustration of Student's PEP toward Hospital

Figure 1 showed that most of students had good PEP toward the hospital. However, this was positive thing, regarding the hospital was under protection from the foundation which was as similar as university. Most of student felt good for PEP, but still 0,80% students felt less for PEP.

Some other researches based on social identity theory stated that the prestige was favorable because it could make positive attitude toward an organization (Mael and Ashforth, 1995; Bhattacharya et al., 1995; Smidts et al., 2001; Dukerich et al. , 2002; Liponnen et al., 2005; Carmeli et al., 2006) and commitment (Herrbach et al, 2004;. Carmeli and Freund, 2002; Carmeli, 2005a, b; Freund, 2006). Based on their research, Herrbach et al., (2004) reported that PEP had indirect role toward negative effect in the desire of organization members through occupational satisfaction and organizational commitment as the moderate factor (Herrbach et al., 2004). Moreover, the positive opinion from PEP was it would increase the value from organizational commitment. Therefore, generally, it was assumed that PEP had positive effect for individual for their organization (Mael and Ashforth, 1992; Dutton and Dukerich, 1991; Dutton et al., 1994). Although the results showed that the most of the students in a good perception for PEP, however there are still 46.5% of student never know about the hospital. Based on student characteristics, the average student has a distance of 2.11 KM from the hospital, while around their residence there are also other health care facilities that are closer. It also can make students choose other health services. in addition, the most of respondents came from non-health faculty, which has followed a student never to use the hospital or learned in the hospital. This makes them less aware of facilities and services that are owned hospitals clearly. According Fuller et al., (2006) prestige can be a person's status on the results of the evaluation of the organization. According Gkorezis et al., (2011) there is an interaction effect PEP and gender on the identification of the organization, adding that in particular, the identification of PEP against organizations are stronger in males.

CONCLUSION

According to the result of this research, it could be concluded that age, sex, and the distance of residence from hospital influenced significantly toward the primary selection in having treatment in Hospital. Meanwhile, the origin, faculty / major study, ownership of health assurance, and PEP did not significantly influence toward the primary selection in having treatment in hospital. Therefore, the researcher suggested for management of university increased the socialization of hospital in order to spread the information about health facility that was owned, particularly for new college students because there were still new college students who did not know health care service in hospital. For the hospital employees, they needed to increase cooperation between the hospital and campus, including the information of health care service in hospital, increasing the comfortable facilities and services for female so that it could increase the customer's appeal, particularly female customers. Furthermore, it was suggested for the hospital to be not only used as a health care service, but also used as an educational sharing for students, particularly bachelor students.

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