



ANALYSIS OF THE INFLUENCE OF LOCATION, PROMOTION AND HEALTH OFFICERS IN INFLUENCING DECISION ON SELECTION OF FIRST LEVEL HEALTH FACILITIES (FKTP) PARTICIPANTS OF BPJS HEALTH IN ADVANCED MEDICAL CENTER

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Abstract: *This study aims to analyze the influence of location, promotion and health workers in influencing the decision to choose a First Level health facility (FKTP) for BPJS Kesehatan participants at the Advanced Medical Center. This research is quantitative. The population in the study were BPJS patients who were registered at the Advanced Medical Center. The sampling technique used accidental sampling with a sample size of 100 people. The research data were analyzed using multiple linear regression. The results of the t-test for the variables of location, promotion and health care workers were significant for the decision on choosing health facilities at the Advanced Medical Center. Suggestions for further research are to include other factors that have a strong influence on health facility selection decisions.*

Keywords: *Location; Promotion; Health Officer; Election Decision*

INTRODUCTION

Since January 1, 2014 is the beginning towards comprehensive health coverage in Indonesia with the official operation of BPJS Kesehatan, as a transformation from PT Askes (Persero). This began in 2004 when the government issued Law Number 40 of 2004 concerning the National Social Security System (SJSN) and then in 2011 the government enacted Law Number 24 of 2011 concerning the Social Security Administering Body (BPJS) and appointed PT Askes (Persero) as the organizer of the social security program in the health sector, so that PT Askes (Persero) also changed to BPJS Kesehatan.

The Advanced Medical Center is a Primary Clinic in the Pluit Penjaringan area that has collaborated with BPJS Kesehatan since 2016 as a Level 1 health facility. The number of participants in Penjaringan District is very large, while those who choose Advanced Medical Center as Level 1 Health Care Facilities are still low, this can be seen in the data especially in Penjaringan District.

The current number of participants greatly influences the income received by the clinic, because the first level health facilities are paid capitationally. Capitation is a system of payment to providers. The capitation payment system is a method of payment by the fund manager (BPJS Kesehatan) to primary health service providers for the services they provide, the costs of which are not calculated based on the type and or the number of health services provided for each patient, but based on the number of patients.

Based on this, the Advanced Medical Center Clinic is making efforts to increase the number of participants by means of discount promotions, attending social activities, holding health seminars etc., so that with increased participation, the costs earned can be allocated for clinical operations to improve health services for BPJS participants.

Based on the pre-survey data obtained from 30 respondents, information was obtained that the location, promotion and service of officers got the most number chosen by respondents in the pre-survey as the three highest variables of the other variables, so the researcher concluded that these three variables would be used as independent variables in research.

LITERATURE REVIEW

Buying Decision

According to Kotler and Armstrong (2013), purchasing decisions are a process of experiencing the need for problems, seeking information, evaluating alternatives, purchasing decisions and purchasing behavior.

Kotler dan Keller (2012), Dimensions and indicators of purchasing decisions are as follows:

- a) Problem recognition. Consumers will buy a product as a solution to the problems they face. Without an introduction to the problem as it arises, the consumer cannot decide which product to buy.
- b) Search information (information source). After understanding the existing problems, consumers will be motivated to seek information to solve existing problems through information search. The process of searching for information can come from within memory (internal) and based on the experiences of others (external).
- c) Evaluating alternatives (alternative evaluation) .After consumers get various kinds of information, consumers will evaluate the available alternatives to overcome the problems they face.
- d) Purchase decision. After consumers evaluate several strategic alternatives that exist, consumers will make a purchase decision. Sometimes the time it takes between making a purchase decision and creating an actual purchase is not the same because of other things to consider.
- e) Post-purchase evaluation. It is an evaluation process carried out by consumers not only ending at the stage of making a purchase decision. After buying the product, consumers will evaluate whether the product is in accordance with their expectations. In this case, satisfied and unsatisfied consumers will happen. Consumers will be satisfied if the product is in accordance with their expectations and will further increase the demand for the product brand in the future.

Location

Location according to Kotler and Armstrong (2014: 76) "place includes company activities that make the product available to target consumers". Then according to Lupiyoadi (2001: 92) "location is a decision made by a company or educational institution regarding where the operation and its staff will be placed".

Researchers find dimensions that correspond to the object under study dimensions include place, parking, accessibility, visibility and the environment.

Promotion

According to Kotler and Armstrong (2014) Promotion is a short-term incentive to encourage desire and to try or buy a product / service.

According to Kotler and Armstrong (2014), the promotion indicators consist of 5 (five), namely:

- a) Advertising (advertising), which is all forms of non-personal presentations and promotions paid for by the sponsor to present ideas, goods or services. Advertising is considered as image management that aims to create and maintain creativity and meaning in the minds of consumers. The forms of promotion used include broadcast, print, internet, outdoor, and other forms.
- b) Sales promotion (sales promotion), namely short-term incentives to encourage the purchase or sale of a product or service. The forms of promotion used include discounts, coupons, displays, demonstrations, contests, sweepstakes, and events.
- c) Personal selling, namely personal presentations by salespeople with the aim of generating sales and building relationships with consumers. The forms of promotion used include presentations, trade shows, and incentive programs.
- d) Public relations (public relations), which is to build good relationships with various public companies in order to get favorable publicity, build a good corporate image, and handle or correct rumors, stories, and events that are not profitable. The forms of promotion used include press releases, sponsorships, special events, and web pages.
- e) Direct marketing (direct selling), namely direct relationships with target consumers with the aim of obtaining immediate responses and fostering lasting relationships with consumers. The forms of promotion used include catalog, telephonic marketing, kiosks, internet, mobile marketing, and others

People

Kotler and Keller (2012) stated that: "People reflects, in part, internal marketing and the fact that employees are critical to marketing success. Marketing will only be as good as the people inside the organization. It also reflects the fact that marketers must view consumers as people to understand their lives more broadly, and not just as they shop for and consume products and services."

Based on this study the authors draw a conclusion according to Bilson (2001) that the indicators of health workers (People) are competence, politeness, selective and communicative.

RESEARCH METHODS

Quantitative research in this study uses an explanatory and survey approach. Explanatory method or also known as explanative research is research that examines each variable in depth in order to get results regarding the relationship between the symptoms obtained from each variable in the study.

The population in this study were all BPJS Kesehatan participants registered at the Advanced Medical Center with a total of 13,914 participants. The sample in this study can be determined using the Slovin formula, which is as follows: $n = 99.28$ or rounded to 100. The sampling method uses Accidental Sampling, which is a form of sampling based on chance, that is, anyone who happens to meet the researcher and is deemed suitable as a data source will be the sample of this study Sugiyono (2009).

In this study, using multiple linear regression calculations. This study uses multiple regression analysis because it has two or more variables (X), using the SPSS (Statistical Package for Social Science) program version 25.

In testing the validity of a measurement scale is said to be valid if the questions in the questionnaire can define a variable. To calculate the validity using the Pearson Product Moment correlation technique.

Reliability is the consistency of a measuring instrument, or the extent to which the measuring instrument can measure the same subject in different times but shows relatively the same results (Sugiyono, 2015). Reliability is used to test the extent to which measuring instruments can be trusted. This study uses the Alpha Cronbach formula.

Classic Assumption Test, the assumptions that are prerequisite for Ordinary Least Square (OLS) users in linear regression are classical assumptions regarding the residual or error term that must be met. Testing of the presence or absence of violations of these assumptions is carried out before the model output is analyzed. The assumptions tested include:

- a. The normal distribution of the residue
- b. The absence of a multicollinearity situation that breaks the model
- c. There is no heteroscedasticity situation

Basically, the F statistical test shows whether all the independent variables (independent) have a significant influence together on the dependent variable (dependent).

The t statistical test basically shows how far the influence of one independent variable individually explains the variation in the dependent variable.

The coefficient of determination (R^2) in essence measures how far the ability to explain the variation in the dependent variable. the coefficient of determination is between zero and one. The small value of R^2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that it is necessary to predict variations in the dependent variable, in general the coefficient of determination for cross-data is relatively low because of the large variation between each observation.

FINDINGS AND DISCUSSION

Validity and Reliability Test

Overall there are 10 statements of location variables, 10 statements of promotional variables, 8 statements of person variables, 10 statements of choosing decision variables that are declared valid and reliable

Normality Test

The normality test has the results which can be seen in the table below:

Table 1 Normality Test Results		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.25142382
Most Extreme Differences	Absolute	0.057
	Positive	0.053
	Negative	-0.057
Test Statistic		0.057
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

(Source: data processing, 2020)

The criteria for evaluating the One-Sample Kolmogorov-Smirnov Test is if it is asymp. Sig <0.05, then the data is not normally distributed. If asymp. Sig > 0.05, then the data is normally distributed. In Table 1 shows a result of 0.2 which means that it is greater than 0.05. This means that the residual data is normally distributed.

Multicollinearity Test

The results of multicollinearity testing in this study will be displayed in the table below:

Table 2 Multicollinearity Test Results			
Independent Variable	Tolerance Value	VIF Value	Result
Location (X ₁)	0.206	4.844	Non Multicollinearity
Promotion (X ₂)	0.168	5.965	Non Multicollinearity
People (X ₃)	0.310	3.230	Non Multicollinearity

(Source: data processing, 2020)

In table 2, the tolerance value for all variables is greater than 0.1 and the VIF value for all variables is less than 10, so it can be concluded that the regression model in this study is free from multicollinearity between independent variables.

Heteroscedasticity Test

The results of heteroscedasticity testing can be seen in the following table:

Tabel 3 Heteroscedasticity Testing Results

Independent Variable	Sig.	Result
Location (X ₁)	0.532	Non Heteroscedasticity
Promotion (X ₂)	0.776	Non Heteroscedasticity
People (X ₃)	0.070	Non Heteroscedasticity

(Source: data processing, 2020)

In Table 3 the value of Sig. on all independent variables greater than 0.05. This indicates that all independent variables do not have heteroscedasticity symptoms in the residual data.

Multiple Linear Regression Analysis

The following table will be presented based on the results of the multiple linear analysis test:

Tabel 4 Results of Multiple Linear Regression Analysis Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.189	1.751		1.243	0.217
	Location (X ₁)	0.246	0.117	0.237	2.106	0.038
	Promotion (X ₂)	0.258	0.125	0.257	2.066	0.042
	People (X ₃)	0.513	0.110	0.426	4.648	0.000

a. Dependent Variable: The Decision to Choose

(Source: data processing, 2020)

In Table 4 in the Unstandardized Coefficients column B shows a constant value (α) of 2.189 and in the next row the coefficient of the independent variable (b) is Location of 0.246; Promotion is 0.258 and health workers are 0.513, the regression equation can be arranged as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2.189 + 0.246X_1 + 0.258X_2 + 0.513X_3 + e$$

Based on the regression equation previously described, it can be explained as follows:

1. This constant (α) indicates that if all independent variables have a zero value (0), the value of the dependent variable (Beta) is 2.189.
2. A constant value of 2.189 indicates that if the variables of Location (X₁), Promotion (X₂), and Health Workers (X₃) are in constant condition, the Decision to Choose (Y) is 2.189.
3. Location (X₁) to Voting Decision (Y). The regression coefficient for the Location variable (X₁) is 0.246 and is positive. This indicates that the location has a direct relationship with the Decision to Choose. This also implies that every one-unit decrease in the value of Location, the value of the Voting Decision variable (Y) will decrease by 0.246 with the assumption that the value of the Promotion and Health Workers variable in the regression model is fixed.
4. Promotion (X₂) of Voting Decision (Y). Promotion variable regression coefficient (X₂) is 0.258 and is positive. This shows that Promotion has a direct relationship with the Choosing Decision. This also implies that every one-unit decrease in the value of

Promotion, the value of the Voting Decision variable (Y) will decrease by 0.258 assuming that the value of the Location and Health Workers variable in the regression model is fixed.

5. Health Officer (X3) on Voting Decision (Y). The regression coefficient for the Health Workers variable (X3) is 0.513 and is positive. This indicates that the Health Care worker has a direct relationship with the Voting Decision. This also implies that every one-unit decrease in the value of the Health Worker, the value of the Voting Decision variable (Y) will decrease by 0.513 with the assumption that the value of the Location and Promotion variables in the regression model is fixed.

T-test

The results of the t test calculation can be seen below:

1. H1: The location variable has a t value of $2.106 > 1.660$ (t table) and has a Sig. 0.038 is less than 0.05. This means that location has a significant influence on the decision to choose.
2. H2: Promotion variable has a value of t count of $2.066 > 1.660$ (t table) and has a value of Sig. 0.042 is less than 0.05. This means that Promotion has a significant influence on the decision to choose.
3. H3: The health worker variable has a t value of $4.648 > 1.660$ (t table) and has a Sig. 0.000 is less than 0.05. This means that health workers have a significant influence on the decision to choose.

F-Test

F-test results using SPSS 25 will be presented in the table below:

Tabel 5 F-Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3139.986	3	1046.662	96.005	.000 ^b
	Residual	1046.604	96	10.902		
	Total	4186.590	99			

a. Dependent Variable: the decision to choose

b. Predictors: (Constant), location, promotion, people

(Source: data processing, 2020)

In Table 5 the Sig. equal to 0.000 and less than 0.05. This means that the variables of Location, Promotion, and Health Workers together have a significant effect on the Choosing Decision (H4 accepted).

R² Test

The results of the determination test can be seen in the following table:

Table 6 R² Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.866 ^a	0.750	0.742	3.302

a. Predictors: (Constant), location, promotion, people

(Source: data processing, 2020)

In Table 6, the R2 value is 0.750, which means the location, promotion, and people variables contribute 75% to the Voting Decision variable while the remaining 25% is explained by other variables.

Matrix Correlation

Correlation test results using the Pearson's Correlation two-tailed method and will be described in the following table:

Table 7 Correlation Matrix Between Dimensions

Variable		Decision selection				
		Problem Introduction	Information Search	Alternative Evaluation	Buying decision	Post Purchase Behavior
Location	Place	0.633	0.656	0.545	0.626	0.682
	Parking	0.620	0.600	0.633	0.613	0.674
	Visibility	0.606	0.598	0.607	0.618	0.648
	Accessability	0.591	0.540	0.596	0.505	0.616
	environment	0.628	0.585	0.598	0.596	0.701
Promotion	Advertising	0.609	0.668	0.630	0.637	0.680
	Sales Promotion	0.723	0.676	0.601	0.619	0.702
	Personal Selling	0.693	0.633	0.667	0.594	0.630
	Public Relations	0.674	0.606	0.638	0.560	0.695
	Direct Marketing	0.634	0.603	0.615	0.596	0.640
People	Competence	0.670	0.628	0.653	0.593	0.706
	Courtesy	0.632	0.615	0.650	0.573	0.638
	Selective	0.668	0.584	0.663	0.612	0.700
	Communicative	0.675	0.641	0.706	0.605	0.653

(Source: data processing, 2020)

In the Location variable, the Environment dimension has the strongest relationship with the Post Purchase Behavior dimension in the Selection Decision variable of 0.701 while the weakest relationship is the Accessibility dimension to the Purchasing Decision dimension of 0.505.

In the Promotion variable, the dimension with the strongest relationship is the Sales Promotion dimension to the Problem Recognition dimension in the Choosing Decision variable of 0.723 while the weakest relationship is the Public Relations dimension to the Purchasing Decision dimension of 0.560.

In the People variable, the dimension with the strongest relationship is Competence towards the Post Purchase dimension in the Voting Decision variable of 0.706 besides that the strongest dimension is also found in the Communicative dimension of the Alternative Evaluation dimension of 0.706, while the weakest relationship is the politeness dimension to the dimension Purchase Decision amounting to 0.573.

CONCLUSION AND SUGGESTION

Based on the results of data processing that have been described in the previous chapter regarding "The Influence of Location, Promotion and Health Workers in Influencing Decisions on Selection of First Level Health Facilities (FKTP) for BPJS Health Participants at the Advanced Medical Center", conclusions can be drawn as follows:

1. There is a positive and significant effect of the location variable on the selection decision. The results of this study indicate that the Environmental Dimension has the highest correlation with the Post Purchase Behavior dimension.
2. There is a positive and significant influence of the Promotion variable on the Election Decision. The results of this study indicate that the Sales Promotion dimension has the highest correlation with the Problem Recognition dimension.
3. There is a positive and significant influence on the variable of health workers on the selection decision. The Competency Dimension has the highest correlation with the Post Purchase Behavior dimension, besides the Communicative dimension has the highest correlation with the Alternative Evaluation dimension.

Advice for Advanced Medical Center Management. Based on the results of research in the field followed by descriptive analysis, it was found that the influence of competency and communicative aspects on health workers had a high influence on the decision to choose health facilities at the Advanced Medical Center. For this reason, the Advanced Medical Center Management can continue to improve the abilities of health workers such as attending training or seminars and placing doctors and nurses according to their skills and personalities so that service to patients is more optimal, patients are satisfied and will take treatment again and recommend it to their family or friend.

In addition to competency and communication aspects, environmental aspects also have a high influence on the decision to choose health facilities at the Advanced Medical Center, so if you want to open a new branch you must pay attention to the business environment that supports the services you want to offer, such as being close to public facilities (offices, places to eat, market, mall, school or campus).

Another aspect that has a high influence on the decision to choose health facilities at the Advanced Medical Center is the Sales Promotion aspect, for which management continues to maintain periodic promotions such as discounted examinations, both for registered BPJS Kesehatan patients and people in unregistered clinical environments so that they can withdraw its membership to the Advanced Medical Center Clinic.

Advice for Academics. The variables of location, promotion, and health workers contributed 75% to the variable of choosing decisions so that further researchers could develop variables that had not been used in this study, such as variables of brand image, E-wom, customer satisfaction, and so on. We recommend that further research in the same field can use it as a reference and this research uses a survey method with a questionnaire, so that it is possible to be dishonest in filling out statements.

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