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The Relationship Between Service Quality and Interest in Outpatient Revisits at the Labasa Health Center UPTD, South Tongkuno District, Muna Regency, Southeast Sulawesi Province, Indonesia in 2024

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ABSTRACT

Background: Every citizen has an absolute right to health. In general, every individual deserves safe, quality and accessible health services. Patient visit data at the Labasa Health Center Outpatient Installation has decreased in recent years from 2021 to 2023. The number of visits in 2021 was 2,437 visits, in 2022 as many as 1,284 visits decreased until 2023 to 914 visits. This study aims to determine the influence of service quality on interest in repeat visits.

Methods: This study used a quantitative research method with a cross sectional study approach. The number of samples in this study was 162 respondents using accidental sampling techniques and data analysis using the *chi-square* test.

Results: The results showed that there was a relationship between perception of disease (*p-value* = 0.000), culture (*p-value* = 0.000) and there was no relationship between health worker services (*p-value* = 1,000), health facilities (*p-value* = 1,000) and interest in revisiting patients at Labasa Health Center

Conclusion There is a relationship between the perception of disease and culture and the interest in outpatient revisits at the Labasa Health Center. However, there is no relationship between health worker services and health facilities and interest in revisiting outpatients at the Labasa Health Center, South Tongkuno District, Muna Regency in 2024. So it is expected that health workers at the Labasa Health Center will disseminate information related to the types of services available at the health center to attract public interest in visiting the health center. Conducting counseling related to diseases and how to handle them as well as the dangers of traditional medicine to reduce people's habits in using traditional medicine. Evaluate the service process so that patient waiting time can be minimized.

Keywords: Interest in Revisits, Perception of Diseases, Health Worker Services, Health and Cultural Facilities.

Introduction

Health development is basically an effort carried out by all components of the Indonesian nation which aims to increase awareness, security and people's ability to live a healthy life, in order to achieve an optimal level of public health as part of investment in the development of socially and economically productive human resources (1). In general, humans have the right to obtain safe, quality, and affordable health services, this is in accordance with the Law of the Republic of Indonesia Number 36 of 2009 concerning health Because everyone has the right to obtain every health service, thus the government will have an obligation to provide quality, safe, easy, and affordable health services (2).

To achieve *Universal Health Coverage* (UHC) services, access and quality of health need to be a concern. The changes in the society 5.0 era with various developments in physical, digital and biological technology have forced the world community to innovate to adapt to the developments that occur, including in the health service sector. However, the reality is that in various places of providing quality health services is still a significant problem (3)

In order to realize an optimal degree of health, the government stipulates that health services must be improved in quality. Puskesmas is a functional organization that organizes health efforts that are comprehensive, integrated, equitable, acceptable and affordable by the community. Therefore, Puskesmas are required to provide quality services that are satisfactory for their patients in accordance with the set standards and can reach all levels of society (4)

The main key for agencies in achieving organizational goals is service quality. The importance of quality in service is because the perception of the quality of service of a health facility is formed when patients make a visit. Quality health services are aimed at determining the level of satisfaction in patients. The reason quality service is important is because the quality of service is a community right that must be fulfilled and is a forum to achieve an optimal degree of health (5). Patient satisfaction is an integral part of the implementation of health service quality assurance, where patient satisfaction is an important dimension of health service quality, therefore to optimize service quality, patient satisfaction must be measured (6)

Patient visits show the patient's interest in coming back to the service they have visited. One of the indicators that a product is considered quality is when consumers choose to buy it repeatedly. The reuse of health services is based on when the patient has received health services, the patient will compare the services received with the expected services. If the service obtained is in accordance with or exceeds expectations, then the perception of service quality is good so that it will affect reuse in the future and vice versa (7)

Research results Maslin, et al. (2023) showed that there was a relationship related to reliability and responsiveness with interest in outpatient revisits at the Poasia Health Center but there was no relationship between assurance, empathy and physical evidence and interest in outpatient visits at the Poasia Health Center (8). Based on the results of research from Ningsih, et al. (2021), there is a relationship related to reliability and responsiveness, assurance, empathy and physical evidence with the interest in outpatient visits at the Tamalenrea Health Center, Makassar.

The Labasa Health Center is one of the health service centers in South Tongkuno District, Muna Regency, Based on data from the Muna Regency Office in 2020, 2022 and 2023, it shows a tendency to decrease the number of outpatient visits at the Labasa Health Center from year to year. Where in 2021 there were 2,437 visits, in 2022 as many as 1,284 visits decreased until 2023 to 914 visits. Based on data from 34 health centers in Muna district, Labasa Health Center ranks first with the most significant decrease in the number of outpatient visits, followed by the Maligano Health Center (9)

Based on interviews conducted with 10 respondents who had made a repeat visit to the Labasa health center or had experienced the flow of Labasa health center services, the results were obtained that 7 respondents stated that they were not satisfied with the waiting time for services, then on the facilities and infrastructure the availability of physical facilities was inadequate, such as the lack of seats in the waiting room and the parking area was not strategic, Regarding discipline, service officers in providing services at the Labasa Health Center are considered to be lacking, this is because there are still officers who come not on time. In terms of the culture of seeking treatment, respondents stated that they preferred traditional medicine and would visit the health center if the condition worsened due to waiting time and the patient's perception of the disease. Meanwhile, 3 respondents stated that they were satisfied with the service of the patient's reliability and responsiveness indicators in serving patients.

Another study presented by Pratiwi (2020) shows that negative perceptions affect patients' treatment decisions where patients' beliefs about the disease and treatment that must be undergone can affect patients in providing adaptive responses. Meanwhile, research by widyastuty (2023) states that socio-cultural factors also influence the use of health services, where people's trust in traditional medicine culture and practices that are still strong can reduce their interest in utilizing modern health services.

Method

This type of research is quantitative research using the Analytical Survey approach. This study uses a *cross-sectional design*. The sample used as a repondent in this study was 162 people who became outpatients at the Labasa Health Center using the *Accidental sampling technique* with a *nonprobability type*

RESULTS AND DISCUSSION

1. Interest in Revisit

Table 1. Frequency Distribution of Those Who Are Interested in Making a Repeat Visit at the Labasa Health Center in Muna Regency

Interest in Revisit	Quantity (n)	Percentage (%)
Not interested	42	25,9
Interested	120	74,1
Entire	162	100

Source: Primary Data, Year 2025

Based on the table above, it is known that respondents who are interested in making a repeat visit are 120 respondents (74.1%) while respondents who are not interested in making a repeat visit are 42 respondents (25.9%).

2. Perceptions of Disease

Table 2. Frequency Distribution of Perception of Diseases at the Labasa Health Center in Muna Regency

Perceptions of disease	Quantity (n)	Percentage (%)
Good	54	33,3
Less	108	66,7
Entire	162	100

Source: Primary Data, Year 2025

Based on the table above, it is known that respondents who have a good perception of disease are 54 respondents (33.3%) while respondents who have a lack of perception of disease are 108 respondents (66.7%).

3. Health Worker Services

Table 3. Distribution of the frequency of Health Worker Services at the Labasa Health Center, Muna Regency

Health worker services	Quantity (n)	Percentage (%)
maximum	158	97,5
Less than maximal	4	2,5
Entire	162	100

Source: Primary Data, Year 2025

Based on the table above, respondents who stated that health worker services were maximum was 158 respondents (97.5%) while respondents who stated that health worker services were not maximum were 4 respondents (2.5%).

4. Health Facilities

Table 4. Frequency Distribution of Health Facilities at Labasa Health Center, Muna Regency

Healthcare facilities	Quantity (n)	Percentage (%)
Complete	158	97,5
Incomplete	4	2,5
Entire	162	100

Source: Primary Data, Year 2025

Based on the table above, respondents who stated complete health facilities were 158 respondents (97.5%) while respondents who stated that health facilities were incomplete were 4 respondents (2.5%).

5. Culture

Table 5. Frequency Distribution of Health Culture at Labasa Health Center

Culture	Quantity (n)	Percentage (%)
Negative	107	66,0
Positive	55	34,0
Entire	162	100

Source: Primary Data, Year 2025

Based on the table above, it is known that respondents with negative culture were 107 respondents (66.0%) while respondents who showed positive cultural influence were 55 respondents (34.0%).

6. The Relationship Between Perception About Illness and Revisiting Interest

Table 6. The Relationship between Perception of Disease and Community Revisit Interest in the Working Area of the Labasa Health Center, South Tongkuno District, Muna Regency in 2024

Perceptions of Disease	Interest in Revisit						<i>p value</i>
	Not Interested		Interested				
	Interested				Entire		
	N	%	N	%	n	%	
Good	0	0,0	54	100	54	100	
Less	42	38,9	66	61,1	108	100	

Entire	42	25,9	58	74,1	162	100	0.000
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Source: Primary Data, 2025

Based on table 6 above, it is known that those who have a good perception, as many as 54 respondents (100%) are interested in making a repeat visit at the Labasa Health Center. Meanwhile, respondents who had a lack of perception, as many as 42 respondents (38.9%) were not interested in making a repeat visit and as many as 61 respondents (61.1%) were interested in making a repeat visit at the Labasa Health Center.

Based on the *chi-square test*, there was a meaningful relationship between the perception of the disease and the interest in revisiting the Outpatient at the Labasa Health Center UPTD. Based on the results of the researchers' observations in the field, there were 38.9% of respondents who had less perception and were not interested in visiting again, This is because when they were sick, respondents did not try to find and get treatment so that the pain experienced tended to be left and continue to carry out activities as usual. The assumption that drugs are not useful in the patient's recovery is also the reason why patients are reluctant to visit the health center. The experience of getting poor health services in curing diseases is also the cause of the perception that diseases become difficult to cure. There is a difference in the concept and perception of healthy illness in society, where a person who has a disorder in one of the organ functions objectively, but has no symptoms, so the person concerned does not consider that he is a sick person. The respondents' cognitive regarding the concept of illness also affects medical interventions, they believe that the concept of illness can be caused by supernatural things so that visits to health centers are not carried out.

This research is in line with the research of Hartati Pratiwi (2020), the results of the study show that negative perceptions affect the patient's decision to seek treatment. A person will give a certain response when he has a disease. Patients' beliefs about the disease and the treatment that must be undergone can influence the patient in seeking treatment and diagnosing the disease.

7. The Relationship Between Health Worker Services and Interest in Repeat Visits

Table 7. The Relationship between Health Worker Services and Interest in Outpatient Revisits at the Labasa Health Center UPTD, South Tongkuno District, Muna Regency in 2024

Health Services	Worker	Interest in Revisit				Entire		<i>p value</i>
		Not Interested		Interested				
		N	%	N	%	n	%	
Maximum		41	25,9	117	74,1	158	100	<i>1.000</i>
Not optimal		1	25,0	3	75,0	4	100	
Entire		42	25,9	120	74,1	162	100	

Source: Primary Data, 2024

Based on table 7 above, it is known that respondents who stated that the maximum health worker services were 41 respondents (25.9%) were not interested in making a repeat visit at the Labasa Health Center, as many as 117 respondents (74.1%) were interested in making a repeat visit at the Labasa Health Center. Meanwhile, respondents who stated that health worker services were not maximum, as many as 1 respondent (25.0%) was not interested in making a repeat visit and as many as 3 respondents (75.0%) were interested in making a repeat visit at the Labasa Health Center.

Based on the *chi-square test*, there was no meaningful relationship between officer service and interest in outpatient revisits at the Labasa Health Center UPTD. Based on the results of the observations made, there were 74.1% of respondents with the perception of maximum health worker services and were interested in making a return visit. The service of administrative officers who are fast and skilled in handling the registration and patient referral process, services that are opened according to the schedule of the health center, officers who are friendly to patients and always responsive in asking about the patient's condition and the appearance of the officer who is always neat and polite are the reasons why respondents are still interested in making a repeat visit to the Labasa health center.

The results of this study are in accordance with the research of Syaputra (2022) which shows that there is no relationship between officer services, namely in the dimension of officer appearance (tangible rehabilitation), empathy and responsiveness of health workers with interest in repeat visits, health worker services are quite good, where people who come to check their health get good service, starting from the registration stage to the examination and treatment process.

8. The Relationship of Health Facilities to Interest in Revisits

Table 8 The Relationship between Health Facilities and Interest in Outpatient Revisits at the Labasa Health Center UPTD, South Tongkuno District, Muna Regency in 2024

Health Facilities	Interest in Revisit				Entire		<i>p value</i>
	Not Interested		Interested				
	N	%	N	%	n	%	
Complete	41	25,9	117	74,1	158	100	<i>1.000</i>
Incomplete	1	25,0	3	75,0	4	100	
Entire	42	25,9	120	74,1	162	100	

Source: Primary Data, 2025

Based on table 8 above, it is known that 41 respondents (25.9%) who stated that health facilities are complete and 41 respondents (25.9%) are not interested in making a repeat visit at the Labasa Health Center, as many as 117 respondents (74.1%) are interested in making a repeat visit at the Labasa Health Center. Meanwhile, respondents who stated that health facilities were incomplete, as many as 1 respondent (25.0%) was not interested in making a repeat visit and as many as 3 respondents (75.0%) were interested in making a repeat visit at the Labasa Health Center.

Based on the *chi-square test*, there was no meaningful relationship between Health Facilities and Outpatient Revisits at the Labasa Health Center UPTD. Based on the results of research in the field, there were 74.1% with the perception of complete health facilities and interested in revisiting. The facilities and infrastructure of the health center are good such as a clean and neat waiting room, complete drug supplies so that patients do not need to take drugs at the pharmacy, there is a description of procedures and service information, the equipment used is adequate where the equipment functions properly, there are room instructions and the existence of tools such as computers that facilitate the service process are the reasons patients are still interested in visiting again. In addition, the waiting room of the health center is also equipped with facilities such as TVs and fans to increase patient comfort.

This study is in line with Maslin's (2023) research which shows that there is no variable relationship between physical evidence and patient interest in revisiting services. This study stated that patients assessed that health facilities, overall in good condition, adequate examination rooms and clean and tidy waiting rooms.

9. Cultural Connection With Interest in Revisit

Table 9 Cultural Relations with the interest of outpatient revisits at the Labasa Health Center UPTD, South Tongkuno District, Muna Regency in 2024

Culture	Interest in Revisit				Entire		<i>p value</i>
	Not Interested		Interested				
	N	%	N	%	n	%	
Negative	41	38,3	66	61,7	107	100	<i>0.000</i>
Positive	1	1,8	54	98,2	55	100	
Entire	42	25,9	120	74,1	162	100	

Source: Primary Data, Year 2025

Based on table 9 above, it is known that respondents who have a negative cultural influence as many as 41 respondents (38.3%) are not interested in making a repeat visit at the Labasa Health Center, as many as 66 respondents (61.7%) are interested in making a repeat visit at the Labasa Health Center. Meanwhile, respondents who had a positive cultural influence as many as 1 respondent (1.8%) were not interested in making a repeat visit and as many as 54 respondents (98.2%) were interested in making a repeat visit at the Labasa Health Center.

Based on the *chi-square test*, there is a meaningful relationship between culture and the interest in revisiting Outpatients at the Labasa Health Center UPTD. Based on the results of observations in the field, 38.3% were influenced by negative culture and were not interested in making repeat visits. They say that belief in traditional medicine arises because it is considered a hereditary inheritance from family or ancestors. In addition, the existence of figures who are believed to have supernatural abilities in healing is also the reason why people choose traditional medicine. Respondents tend to still believe in the concept of diseases caused by the disorder of spirit creatures, so they will trust treatment that is carried out traditionally with the help of shamans. The negative culture believed by respondents tends to make them reluctant to take advantage of health services at health centers. The negative culture referred to in this study is that families believe more in the existence of non-medical diseases and traditional medicine culture to overcome health problems, compared to medical treatment. Based on the results of the respondent's answer description, it is known that people still use traditional medicine, for example when experiencing mild pain, fractures and other pains, this is because traditional medicine does not require much cost and a short waiting time. People also think that alternative medicine or traditional medicine is safer than modern medicine because it uses natural ingredients.

The results of this study are in line with the results of widyastuty's (2023) research which shows that socio-cultural factors affect the use of health services, where trust in traditional medicine cultures and traditions that are still developing in the community can reduce public interest in utilizing health services.

CONCLUSION

Based on the results of the study, it can be concluded that:

1. There is a relationship between the perception of the disease and the interest in revisiting outpatients in the working area of the Labasa Health Center, South Tongkuno District, Muna Regency in 2024.
2. There is no relationship between the officer servant and the interest in revisiting outpatients in the work area of the Labasa Health Center, South Tongkuno District, Muna Regency in 2024.
3. There is no relationship between health facilities and interest in revisiting outpatients in the working area of the Labasa Health Center, South Tongkuno District, Muna Regency in 2024.
4. There is a relationship between culture and interest in revisiting outpatients in the working area of the Labasa Health Center, South Tongkuno District, Muna Regency in 2024.

RECOMMENDATIONS

Based on the conclusions obtained, suggestions or recommendations can be submitted as follows:

1. It is hoped that health workers at the Labasa Health Center will disseminate information related to the types of services available at the health center to attract public interest in visiting the health center.
2. Conducting counseling related to diseases and how to treat them as well as information related to the dangers of traditional medicine also needs to be done to reduce people's habits in using traditional medicine.
3. Socializing the benefits of regular visits to health centers so that the community better understands the importance of maintaining health in a sustainable manner, not only when sick.
4. Maintaining and improving the quality of service, especially in building public trust and evaluating service processes so that patient waiting time can be minimized.
5. Puskesmas also need to add facilities and infrastructure that are still lacking, such as chairs in the waiting room.

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