

## The Effect Of Knowledge And Experience Of Community Care On Interest In Treatment Moderated By Socioeconomics (Study on Patients of Kefamenanu Hospital, TTU Regency)

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**Abstract**— Kefamenanu Hospital is one of the hospitals owned by the Regional Government of North Central Timor Regency which is directly adjacent to the State of Timor Leste. Kefamenanu Hospital is the main referral for health services in North Central Timor Regency. The objectives of this study are (1) Analyzing the influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency (2) Analyzing the influence of previous treatment experience on interest in treatment at Kefamenanu Hospital, North Central Timor Regency (3) Analyzing whether socioeconomics moderates the influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency (4) Analyzing whether socioeconomics moderate previous treatment experience towards interested in receiving treatment at Kefamenanu Hospital, North Central Timor Regency. This study was conducted with a quantitative approach using a cross-sectional study design. This research was carried out at Kefamenanu Hospital, North Central Timor Regency. The population in this study is all patients of Kefamenanu Hospital, North Central Timor Regency with a sample of 100 people. The analysis method used was moderation regression analysis. The results of the analysis show that (1) There is a positive relationship between service knowledge and interest in treatment at Kefamenanu Hospital, meaning that the better the patient's service knowledge, the higher the level of interest in seeking treatment at Kefamenanu Hospital (2) There is a positive direct relationship between the interest in seeking treatment at Kefamenanu Hospital, meaning that the higher the patient's perception of previous treatment experience, the higher the level of interest in seeking treatment at Kefamenanu Hospital (3) Socio-economic partially moderated the influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency (4) Socio-economics partially moderated previous treatment experience on interest in treatment at Kefamenanu Hospital, North Central Timor Regency.

**Keywords**— Interest in medicine, knowledge, previous treatment, socio-economic

### 1. Introduction

Health facilities are facilities that provide health services that are used to carry out individual health service efforts, both promotive, preventive, curative and rehabilitative carried out by the government, local governments and the community. The health facility consists of two, namely first-level health services and advanced referral health services. First-level health facilities are in the form of health centers, doctors' practices, dentist practices, primary clinics and class D primary hospitals, while advanced level referral health facilities are in the form of main clinics, general hospitals and special hospitals (Permenkes No. 71 of 2013). According to 2023 Health statistics, the percentage of the population who have health complaints and have been outpatient in the past month in 2023 is 35.16 percent, this means that only about 35 out of 100 residents who have health complaints make outpatient efforts to overcome their complaints. This figure shows a decrease compared to 2021 (40.47 percent).

This also happens in the people of North Central Timor Regency who always overcome their health complaints for outpatient treatment in the hospital. Kefamenanu Hospital is one of the hospitals owned by the Regional Government of North Central Timor Regency which is directly adjacent to the State of Timor Leste. Kefamenanu Hospital is the main referral for health services in North Central Timor Regency. The Kefamenanu Regional General Hospital (RSUD), North Central Timor Regency (TTU), has been upgraded to Plenary Accreditation in 2022. According to the Director of Kefamenanu Hospital, dr. Zakarias E. Fernandes, MPH Kefamenanu Hospital continues to show commitment to providing good and serious health services to the community. This makes the hospital the main choice for the TTU community to receive treatment even in the midst of the limitations of existing facilities. The number of patients treated at

Kefamenanu Hospital has increased significantly since the beginning of 2024 for both inpatient and outpatient treatment, even exceeding the available capacity. The number of outpatient visits is as follows.

Table 1. Number of Outpatient Visits at Kefamenanu Hospital from 2021 to 2023.

No	Year	Sum Visit	Payment Types		
			Number of General Patients	Number of Askes Patients	Number of Poor Card / JPS Patients
1.	2021	43.406	22.590	14.070	6.746
2.	2022	46.469	24.598	15.162	6.709
3.	2023	47.401	24.944	16.325	6.132

Based on table 1. mentioned above it can be seen that the number of outpatient visits at Kefamenanu Hospital since 2023 has increased, especially for general patients (who pay for themselves).

Table 2. Number of Outpatient Visits for Non-Askes General Patients at Kefamenanu Hospital

No	Year	Outpatient Visits for Non-Askes General Patients					
		New Patients		Long Term Patients		Total	
		n	%	n	%	n	%
1.	2021	14.003	60,23	8.587	39,77	22.590	100
2.	2022	15.967	64,24	8.331	35,76	24.298	100
3.	2023	16.690	65,53	8.254	34,47	24.944	100

Based on table 2. It can be seen that the number of outpatient visits to general patients, the number of new patients is more than the number of old patients, even since 2021, the percentage of the number of new patient visits has increased compared to old patients. Therefore, the management of Kefamenanu Hospital must try to increase interest in seeking treatment at Kefamenanu Hospital, North Central Timor Regency by knowing the factors that affect it.

According to Rabbaniyah and Nadjib (2019), regarding the decision to use health services, there are three components, namely the predisposition component, the enabling component and the need component. First, the predisposition component consists of Knowledge, Attitude and Trust. The second component is enabling, which consists of the ability of family resources, such as family income, the ability to purchase health service services and participation in health insurance. The third component is need, namely the component that directly affects the choice of health services.

The increasing number of people in North Central Timor Regency and the number of health facilities available and there has never been research on the use of health facilities for outpatient treatment in North Central Timor Regency. Therefore, the author wants to know the Socio-Economic Influence, Quality Perception and Previous Treatment Experience on the Selection of Health Facilities in North Central Timor Regency, East Nusa Tenggara.

## 2. Method

This study was conducted with a quantitative approach using a cross-sectional study design that looked at the relationship between dependent variables and independent variables at the same time. The dependent variable of this study is interest in going to Kefamenanu Hospital for treatment. The independent variables in this study consisted of variables of previous treatment knowledge and experience. While the moderation variable is socioeconomic,

This research was carried out at Kefamenanu Hospital, North Central Timor Regency on October 30 – December 15, 2024. The population in this study is all patients of Kefamenanu Hospital, North Central Timor Regency, whose number is not known for sure Based on research that has been conducted by Hair et al (2019), the determination of the number of representative samples depends on the number of indicators multiplied by 5 to 10 The number of samples in this study is: Sample = Number of indicators x 5 = 20 x 5 = 100. From the calculation above, it can be concluded that the minimum sample uses 100 samples. This study took a sample number of 100 samples.

The method of data collection was by using a questionnaire filled with assistance by respondents through a Google form distributed by the researcher to patients of the North Central Timor Regency Hospital. The research instrument used was a questionnaire containing dependent variables (interest in going to Kefamenanu Hospital) and independent variables (socio-economic, knowledge, previous treatment experience) which were modified based on previous research. Berikut adalah definisi operasional kuesioner penelitian:

The data analysis or carried out in this study is a hypothesis test with a t-test to find out how far a variable is partially independent of the variation of dependent variables. The basis for drawing conclusions on the t-test is as follows:

- A. If the value of the calculation  $< t$  table and if the probability (significance) is  $> 0.05 (\alpha)$ , then  $H_0$  is accepted, meaning that the partially independent variable (individual) does not significantly affect the dependent variable. The  $H_0$  in this study are:
  - 1. There is no effect of knowledge on interest in medical treatment at Kefamenanu Hospital, North Central Timor Regency
  - 2. There was no effect of previous treatment experience on interest in seeking treatment at Kefamenanu Hospital, North Central Timor Regency
  - 3. Socio-economics does not moderate the influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency
  - 4. Socio-economic does not moderate the influence of previous treatment experience on interest in seeking treatment at Kefamenanu Hospital, North Central Timor Regency
- A. If the value  $t$  is calculated  $> t$  table and if the probability (significance) is  $< 0.05(\alpha)$ , then  $H_a$  is accepted, meaning that the partially independent variable (individual) significantly affects the dependent variable. The  $H_a$  in this study are:
  - 1. There is a positive influence of knowledge on interest in medical treatment at Kefamenanu Hospital, North Central Timor Regency
  - 2. There was a positive influence of previous treatment experience on interest in treatment at Kefamenanu Hospital, North Central Timor Regency
  - 3. Socio-economics moderates the influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency
  - 4. Socio-economic moderates the influence of previous treatment experiences on interest in treatment at Kefamenanu Hospital, North Central Timor Regency.

### 3. Result and Discussion

#### 3.1. Respondent Characteristics

To find out the characteristics of respondents who are differentiated based on their working period, education level, gender and age, the respondents can be explained as follows:

Table 1. Respondent Characteristics

Characteristics	Information	f	%
Gender	Man	35	35.0
	Woman	65	65.0
Age	$\leq 18$	9	9.0
	19-44	60	60.0
	45-64	24	24.0
	$\geq 65$	7	7.0
Education	Not finished elementary school	2	2.0
	SD	26	26.0
	SMP	13	13.0
	SMA	38	38.0
	College	21	21.0
Work	Self-employed workplace workers	24	24.0
	Civil Servants	6	6.0

	Private Employees	15	15.0
	Seasonal/Day Workers	4	4.0
	Pensioner	2	2.0
	Unemployed	49	49.0
	Total	100	100.0

Source : Primary Data, 2024

Based on Table 1, it can be seen that most of the respondents are women, namely 65 people or about 65%, while men only amount to 35 people or about 35%. Most of the respondents were educated in elementary school as many as 26 people or 26%, high school education as many as 38 people or 38%, and junior high school education as many as 13 people or 13%. Most of the respondents were unemployed (including housewives) which reached 49 people or about 49%, the second respondent was a self-employed worker (including farmers) as many as 24 people or about 24%, the third respondent was a patient with private employee employment which reached 15 people or about 15%. Most of the respondents were 19–44 years old who reached 60 people or about 60%, aged 45–64 years who reached 24 people or around 24%. While the rest are > 65 years old, which reaches 7 people or about 7%

### 3.2 Descriptive Analysis

Descriptive statistics for the variables of Service knowledge (X1), Previous treatment experience (X2) and Interest in treatment at Kefamenanu Hospital (Y) are on average grouped into 4 levels as follows:

Score 1-2 : Very Low

Score 2.1-3 : Low

Score 3.1-4 : High

Score 4.1-5 : Very High

The distribution of question scores on the research variables is as follows:

Table 2. Server's Knowledge Variable Descriptive Statistics

No	Question	Total Score	Average
1	Kefamenanu Hospital has complete facilities and infrastructure	333	3.33
2	Kefamenanu Hospital has clean, safe, and comfortable environmental conditions	393	3.93
3	Kefamenanu Hospital has doctors and nurses who understand the needs and difficulties of patients	393	3.93
4	Kefamenanu Hospital has doctors and nurses who easily establish communication or relationships with patients	399	3.99
5	Kefamenanu Hospital has doctors and nurses who are able to provide the promised services to patients	405	4.05
6	Kefamenanu Hospital has doctors and nurses who are able to provide trusted services to patients	417	4.17
7	Kefamenanu Hospital has doctors and nurses who are ready to help and serve patients	422	4.22
8	Kefamenanu Hospital has doctors and nurses who are willing to help and serve patients	417	4.17
9	Kefamenanu Hospital has doctors and nurses who are skilled and knowledgeable in serving patients	399	3.99
10	Kefamenanu Hospital has doctors and nurses who are polite and friendly in serving patients	434	4.34

Based on the table above, it can be seen that overall the average value of questions in the service knowledge variable ranges from 3.33-4.22 which is relatively high. The highest average score is 4.22, which is in the statement that Kefamenanu Hospital has doctors and nurses who understand the needs and difficulties of patients.

Table 3. Variable Descriptive Statistics Previous care experience

No	Question	Total Score	Average
1	The waiting time for the previous treatment is good	436	4.36
2	Environment (Waiting room, treatment room, bathroom) the level of cleanliness and comfort of previous care is good	370	3.70
3	Doctor's politeness and concern for patients	446	4.46
4	The doctor's description of the disease, causes, and treatment plan of previous treatment is good	415	4.15
5	The availability of pre-treatment drugs is good	385	3.85
6	The sophistication of previous treatment equipment is good	359	3.59

Based on the table above, it can be seen that overall the average value of questions in the previous treatment experience variable ranges from 3.70 - 4.46 which is classified as very high. The highest average score was 4.46 on the statement of the doctor's politeness and concern for the patient.

Table 4. Descriptive Statistics Variables Interest in Treatment at Kefamenanu Hospital

No	Question	Total Score	Average
1	I have a tendency to seek treatment at Kefamenanu Hospital	359	3.59
2	I have a tendency to refer Kefamenanu Hospital to others	377	3.77
3	I have a tendency to make Kefamenanu Hospital the main preference in treatment	372	3.72
4	I have a tendency to look for positive information from Kefamenanu Hospital	365	3.65

Based on the table above, it can be seen that overall the average value of questions in the variable of interest in treatment at Kefamenanu Hospital ranges from 3.59 - 3.77 which is relatively high. The highest average score is 3.77, which is on the statement I have a tendency to seek positive information from Kefamenanu Hospital.

### 3.3. Regression Analysis

Analysis of the results of the study on the effect of service knowledge and previous treatment experience on interest in treatment at Kefamenanu Hospital. Analysis using quantitative methods is used to prove hypotheses proposed using regression analysis models or multiple linear analysis, used to examine the proof of quantitative analysis. This proof is intended to test the variation of a regression model used in explaining the independent variable (X) to the bound variable (Y) by testing the meaning of its regression coefficient with the help of the SPSS program.

### 3.4 T test (Partial)

The t-test was carried out to determine the influence of each or partial independent variable of service knowledge and previous treatment experience on the variable of interest in treatment at Kefamenanu Hospital partially used the t-test. The results of multiple regression analysis are as follows:

Table 5. Regression t-test

Variabel	Cow physin $\beta$	Value t	P – Value	Information
Service knowledge	0.674	2.226	0.029	Signifikan
Previous treatment experience	1.383	5.955	0.000	Signifikan
Age Moderation in Service Knowledge	1.096	2.637	0.010	Signifikan
Age Moderation in previous treatment	1.110	2.643	0.010	Signifikan
Education Moderation on Service Knowledge	0.272	0.694	0.490	Insignifikan
Educational Moderation on previous treatment	0.199	0.558	0.579	Insignifikan

Work Moderation on Service Knowledge	0.741	1.980	0.051	Insignificant
Moderation of work on previous treatments	0.772	2.050	0.043	Signifikan

Source : Primary Data (Processed, 2024)

Steps of T Test:

Formulating the Hypothesis:

$H_0 : = 0$ , then it can be said that there is no influence between the free variables on the bound variables.  $\beta_i$

$H_a : 0$ , then it can be said that there is an influence between the free variable on the bound variable.  $\beta_i \neq$

Calculate the price "t" of the statistic based on the value of the regression coefficient. Furthermore, from the price "t" of the statistic, you can look for the p-value.

Test results:

If p – value < 0.05 then  $H_0$  is rejected

If p – value > 0.05 then  $H_0$  is accepted

Conclusion:

There is a positive and significant influence of the variable of service knowledge on the interest in going to Kefamenanu Hospital as shown by a  $\beta$  coefficient of 0.674 with a p-value of 0.029 which is smaller than the p-value of 0.05. then  $h_0$  is rejected, which means that there is a positive and significant influence between the variable of service knowledge and the variable of interest in going to Kefamenanu Hospital partially.

1. There was a positive and significant influence of previous treatment experience variables on interest in going to Kefamenanu Hospital as shown by a regression coefficient of 1,383 with a p-value of 0.000 smaller than a p-value of 0.05. then  $h_0$  is rejected, this shows that there is a positive and significant influence between the variables of previous treatment experience and the variable of interest in treatment at Kefamenanu Hospital partially.
2. The age variable moderates the effect of service knowledge on interest in seeking treatment at Kefamenanu Hospital is shown with a coefficient of  $\beta$  of 1,096 with a p-value of 0.010 less than a p-value of 0.05. then  $h_0$  is rejected, which means that age moderates the effect of service knowledge on the variable of interest in seeking treatment at Kefamenanu Hospital partially.
3. The age variable moderated the effect of previous treatment experience on the interest in treatment at Kefamenanu Hospital was shown by a coefficient of  $\beta$  of 1,110 with a p-value of 0.010 less than the p-value of 0.05. then  $h_0$  was rejected, which means that age moderated the effect of previous treatment experience on the variable of interest in treatment at Kefamenanu Hospital partially.
4. The educational variable does not moderate the effect of service knowledge on the interest in seeking treatment at Kefamenanu Hospital is shown with a coefficient of  $\beta$  of 0.272 with a p-value of 0.490 greater than the p-value of 0.05. then  $h_0$  is accepted, which means that education does not moderate the influence of service knowledge on the variable of interest in treatment at Kefamenanu Hospital partially.
5. The educational variable did not moderate the effect of previous treatment experience on the interest in seeking treatment at Kefamenanu Hospital was shown by a  $\beta$  coefficient of 0.199 with a p-value of 0.579 greater than the p-value of 0.05.  $H_0$  was accepted, which means that education did not moderate the influence of previous treatment experience on the variable of interest in seeking treatment at Kefamenanu Hospital partially.
6. The work variable does not moderate the effect of service knowledge on the interest in seeking treatment at Kefamenanu Hospital is shown by a  $\beta$  coefficient of 0.741 with a p-value of 0.051 greater than the p-value of 0.05. then  $h_0$  is accepted, which means that the work does not moderate the effect of service knowledge on the variable of interest in treatment at Kefamenanu Hospital partially.
7. The work variable did not moderate, the effect of previous treatment experience on the interest in going to Kefamenanu Hospital was shown with a  $\beta$  coefficient of 0.772 with a p-value of 0.043 less than the p-value of 0.05. then  $h_0$  was accepted, which means that the work did not moderate the effect of previous treatment experience on the variable of interest in treatment at Kefamenanu Hospital partially.

### 3.5 Coefficient of Determination (R<sup>2</sup>)

To see the magnitude of the influence of independent variables of service knowledge and previous treatment experience on the intervening variable of interest in treatment at Kefamenanu Hospital was used a determination coefficient (R<sup>2</sup>). The result is as beirkut:

Table 6 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.883a	0.779	0.760	0.40704

Source: Primary Data to be processed in 2024

The results of the research analysis showed that the effect of service knowledge and previous treatment experience on interest in treatment at Kefamenanu Hospital was seen from the R2 value of 0.779. This shows that simultaneously the independent variables of service knowledge and previous treatment experience along with age, education and work moderation have an influence of 77.9% on the variable of interest in treatment at Kefamenanu Hospital. While the rest was influenced by other variables outside of service knowledge and previous care experience by 22.1%.

### 3.6 Uji F (Anova)

This F test is carried out with the aim of finding out how far all independent variables together can affect the dependent variables. The results are as follows:

Table 7 Test F (Anova)

Model	Sum of Squares	df	Mean Square	F	Itself.
1					
Regression	53.280	8	6.660	40.198	0.000b
Residual	15.077	91	0.166		
Total	68.357	99			

In other words, the F test is used to determine the influence of the independent variables together on the bound variables. The steps are as follows:

1. Formulating the Hypothesis:

$H_0$  : = 0, then it can be said that there is no influence between the independent variables of service knowledge and previous treatment experience along with age, education and work moderation on the variables of interest in going to Kefamenanu Hospital together.  $H_0$

$H_a$  : 0, then it can be said that there is an influence between the independent variables of service knowledge and previous treatment experience along with age, education and work moderation on the variables of interest in going to Kefamenanu Hospital together.  $\rho \neq$

2. Hypothesis Test Criteria

If the p-value < 0.05 then it is rejected  $H_0$

If the p-value > 0.05 then it is accepted  $H_0$

Conclusion:

From the results of the analysis, it was obtained that the p-value of 0.000 was smaller than the p-value of 0.000 < 0.05, meaning that there was an influence between the variables of service knowledge and previous treatment experience along with age, education and work moderation on interest in going to Kefamenanu Hospital together.

### 3.7. Discussion

Kotler & Keller (2016) argues that interest in using a service is a type of consumer behavior that occurs as a response that arises to objects that show the consumer's desire to buy or utilize the service. Buying interest is part of the behavioral element in consumer attitudes. Meanwhile, according to Schiffman & Kanuk (2015) argues that interest in using a service is an explanation of a person's attitude towards an object that is very suitable for measuring the behavior of a certain product, service, or brand. The results of the analysis showed that the influence of service knowledge on requesting treatment at Kefamenanu Hospital had a positive  $\beta$  coefficient and a p-value of < 0.05. This means that H1 which reads There is a positive influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency is accepted.

Health services according to the Ministry of Health of the Republic of Indonesia in 2009 (Depkes RI) contained in the Health Law on health are any efforts that are carried out alone or jointly in an organization to maintain and improve health, prevent and cure diseases and restore health, individuals, families, groups or communities. If the public knows that the services of Keramenanu Hospital are indeed good, it will encourage their interest in treatment. The results of the analysis showed that the effect of previous treatment experience on requesting treatment at Kefamenanu Hospital had a positive  $\beta$  coefficient and a p-value of < 0.05. This means that H2 which reads There is a positive effect Previous treatment experience on interest in treatment at Kefamenanu Hospital, North Central Timor Regency is accepted.

According to Priansa (2017) Interest in using a service is something related to the consumer's plan to buy a certain product and the number of product units needed in a certain period. According to Rahima (2018), interest in utilizing a consumer service is basically a driving factor in utilizing the service in the future.

The results of the study also showed that only socioeconomic variables, age, and occupation moderated the influence of knowledge of services and previous treatment experience on interest in treatment at Kefamenanu Hospital, North Central Timor Regency. Meanwhile, education does not moderate the influence of service knowledge and previous treatment experience on interest in seeking treatment at Kefamenanu Hospital, North Central Timor Regency. This means that H.3 which reads Socio-economic moderates the influence of knowledge on interest in medical treatment at Kefamenanu Hospital, North Central Timor Regency and H.4. which reads Socio-economic moderates the influence of previous treatment experience on interest in treatment at Kefamenanu Hospital, North Central Timor Regency, partially accepted.

#### **4 Conclusion**

From the analysis of the data that has been carried out above, conclusions can be drawn, namely as follows:

1. There is a positive relationship between service knowledge and interest in treatment at Kefamenanu Hospital, meaning that the better the patient's service knowledge, the higher the level of interest in treatment at Kefamenanu Hospital
2. There is a positive direct relationship between interest in treatment at Kefamenanu Hospital, meaning that the higher the patient's perception of previous treatment experience, the higher the level of interest in treatment at Kefamenanu Hospital
3. Socio-economic partially moderates the influence of knowledge on interest in treatment at Kefamenanu Hospital, North Central Timor Regency
4. Socio-economic partially moderated previous treatment experience to interest in treatment at Kefamenanu Hospital, North Central Timor Regency

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