

Factors Affecting Patients' Repeat Visits To The Executive Polyclinic At The Prof. Hospital. dr. R.D Kandou Manado

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ABSTRACT

The rapid development of science and technology, as well as the increasingly high level of public education, is a challenge for hospitals in providing quality health services. Interest in repeat visits is a behavior that appears in response to objects that indicate a customer's desire to make a repurchase. Consumer satisfaction is determined by consumer perceptions of product or service performance in meeting consumer expectations. Consumers are satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded. Patient satisfaction will be fulfilled if the process of delivering health services to consumers is in accordance with what is perceived by the patient. Outpatient health services are the backbone of the health service system. The purpose of this research is to find out the factors that influence patient repeat visits to the health service system. The purpose of this research is to find out the factors that influence patient repeat visits to the executive polyclinic of Hospital RSUP Prof. Dr. R.D. Kandou Manado.

This study used a quantitative method, using an analytic survey research type with a cross sectional approach. Data obtained by using a questionnaire. The population is all patients who visit the executive polyclinic more than once. Sampling using purposive sampling technique totaling 228 outpatients. Data analysis performed was univariate, bivariate and multivariate, and categorical data using statistical analysis with the Chi-Square test was significant if $p < 0.05$ and multivariate with logistic regression. The results showed that there was a relationship between the variables of infrastructure, speed and ease of service and personal service with factors that influenced repeat visits, while for the location variable there was no significant relationship. The speed and ease of service factors are most related to the factors that influence repeat visits. At the Executive Polyclinic of Prof. RSUP. Dr. R.D. Kandou Manado.

Keywords: Repeat visits, Influencing Factors, Hospital

1. INTRODUCTION

Health development is an effort to fulfill one of the basic rights for the community, namely the right to obtain health services in accordance with the 1945 Constitution article 28 paragraph 1 and law number 36 of 2009 concerning health. Hospitals are one of the health facilities that provide health services to the community. Hospitals in Indonesia are mostly 70% owned by the government. Some private hospitals are established by institutions or foundations, especially with a religious background or other social institutions which are usually initiated by the community or honorable people (Rasidin 2018).. Hospitals have the task of providing comprehensive health services to individuals. Plenary health services are health services that include promotive, preventive, curative, and rehabilitative.

All matters concerning the division of hospital types have been regulated in the Regulation of the Minister of Health of the Republic of Indonesia No. 340/Menkes/Per/III/2010. It is explained that hospitals are grouped based on facilities and service capabilities into general and special types, where general hospitals provide health services in all fields and types of diseases while special hospitals provide main services in one field or type of disease based on science, age group, organ or type of disease. The completeness of medical equipment and the specialization of human resources both doctors and nurses are the most important things in providing quality services in order to generate patient satisfaction which has an impact on the importance of revisiting patients when they need health services.

In Anderson's theory, reutilization of health services is influenced by the components of predisposition, enabler, and a person's need for health services, then Anderson reduces the predisposition component in three demographics, consisting of age, gender and marital status. According to Umar in Bachtiar (2016: 17), revisit interest is a behavior that arises in response to an object that shows the customer's desire to make a repeat visit. Interest in visiting again is called revisit intention or interest in visiting again. Research conducted by Nayoan (2016) on factors related to the interest in re-visiting outpatients at Maria Walanda Maramis Hospital, shows that there is a relationship between location, personnel factors and interest in re-visiting outpatients at Maria Walanda Maramis Hospital.

Prof.Dr.R.D Kandou Central General Hospital is the only eastern National Referral Hospital and has an executive service installation in accordance with the Minister of Health Regulation on the Implementation of Executive Outpatient Services in Hospitals Number 11 of 2016. Based on this, a clinic was opened Mawar Sharon Executive Polyclinic on March 2, 2016 in improving the quality of service of Prof. Dr.R.D. Hospital. Kandou Manado, where the services carried out in the executive polyclinic are different from regular polyclinics or those using BPJS because in this case patients who come for treatment to the executive polyclinic are served in full, which means that every patient is served in the executive polyclinic except for supporting examinations of radiology, chemotherapy, radiotherapy and medical rehabilitation and all service activities carried out are accompanied by a nurse from the patient arriving until the patient receives medicine from the Pharmacy department that delivers directly to the patient. Is the initial data from the number of visits in the initial year of the opening of the Executive Polyclinic in 2016 from March to December as many as 507 visits in the Executive Polyclinic, in 2017 as many as 540 visits, in 2018 as many as 531 visits, in 2019 as many as 943 visits, in 2020 as many visits, in 2021 as many as 2306 visits, in 2022 as many as 2936 visits and in 2023 as many as 562 visits in the Executive Polyclinic. and in 2023 there were 562 visits at the Executive Polyclinic.

Based on this description, the researcher wants to know the factors that influence the patient's repeat visit to the executive polyclinic at Prof.Dr.R.D Kandou Manado Hospital.

2. LITERATUR REVIEW

a. Hospital

Hospitals are health care institutions that organize comprehensive individual health services that provide inpatient, outpatient, and emergency services as stated in the Minister of Health Regulation No. 3 of 2020. In Indonesia, hospitals are an integral part of the overall health service system in outlining services for the community in the form of health services including medical services, medical support services, medical rehabilitation and nursing services. These services are carried out through emergency units, outpatient units and inpatient units (Herlambang 2016).

b. Interest in Revisiting

Repeat visit interest is a behavior that arises in response to an object that shows the customer's desire to make a repurchase. The repurchase decision process is formed after the post-purchase stage. The buying cycle shows that there are two things that influence a customer to make a repurchase, namely post-purchase evaluation and repurchase decisions. Customers, consciously and unconsciously in the post-purchase stage, will evaluate the transactions that have been made. The level of consumer satisfaction or dissatisfaction that will affect behavior.

c. Factors of Availability of Infrastructure, Location, Speed and Ease of Service and Service Personnel

The availability of facilities and infrastructure is a hospital facility that also determines the assessment of the reutilization of health services, for example a comfortable treatment room, waiting room, parking lot and other infrastructure facilities. Health service facilities according to the Health Constitution are a tool or place used to organize health service efforts, both promotive, preventive, curative, and rehabilitative carried out by the government, regional government or the community.

Hospitals must meet the requirements for location, buildings, infrastructure, human resources, pharmaceuticals and equipment. The intended location is to meet the provisions regarding health, environmental safety, and spatial planning, and in accordance with the results of the study of the needs and feasibility of organizing the Hospital.

Fast service and ease of health services from the beginning of registration to going home will give satisfaction to consumers. The decision to choose a health service place is influenced by a service place that is organized in such a way as to create comfort and can provide flexible services.

Everyone's perception is subjective. Likewise, a person's perception of the health services provided by the hospital services Hospital services. This subjectivity will categorize the role and function of the implementation of the services provided to be good or bad based on the cognitive experience received. Whether the perception is good or bad is also a response that a person gives as an implication of the interaction of experiences that occur.

Personnel services consist of medical personnel (doctors and nurses) and medical support personnel and non-medical personnel. Personnel services play an important role in maintaining the quality of service so that consumers feel fast with the services they receive. Personnel services can be in the form of personal attention, showing care and concern, willing to listen and explain what treatment is given. Professional and friendly service will improve the image of a hospital.

d. Consumer Satisfaction and Expectations of Health Service Users

Expectations are the main key for every service seller, because without knowing customer expectations as well as possible, it is very difficult for a health service institution to be able to provide optimal satisfaction to its customers. Health service institutions to be able to provide optimal satisfaction to their customers.

According to Armstrong & Kotler (2012) consumer satisfaction depends on the perceived performance of the product in providing value in the score relative to consumer expectations. If product performance is much lower than consumer expectations, the buyer is not satisfied. However, if the product performance matches expectations, consumers will feel very satisfied

e. Theoretical framework

Patient perception is one of the factors associated with patient return visits to health services. Dissatisfaction by health patients is strongly influenced by perceptions, where patient satisfaction is the level of the patient's feelings after comparing with his expectations, for this reason the hospital must be able to display and provide quality and quality health services so as to provide patient satisfaction, which in turn a picture of patient satisfaction with the services that have been provided can increase interest in visiting health services again.

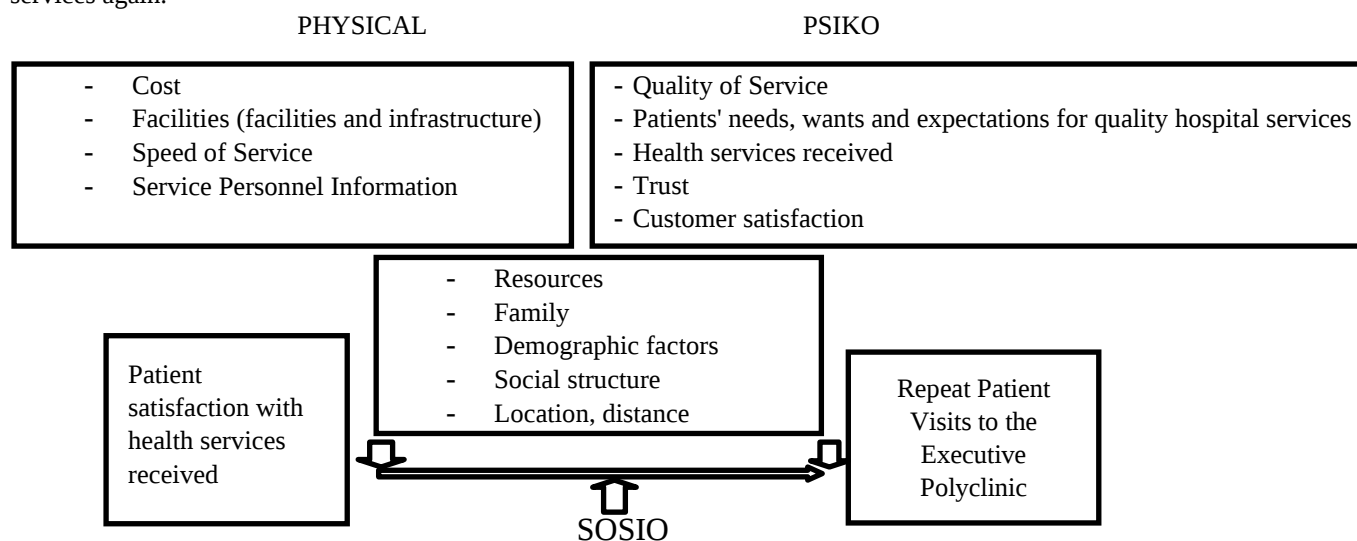
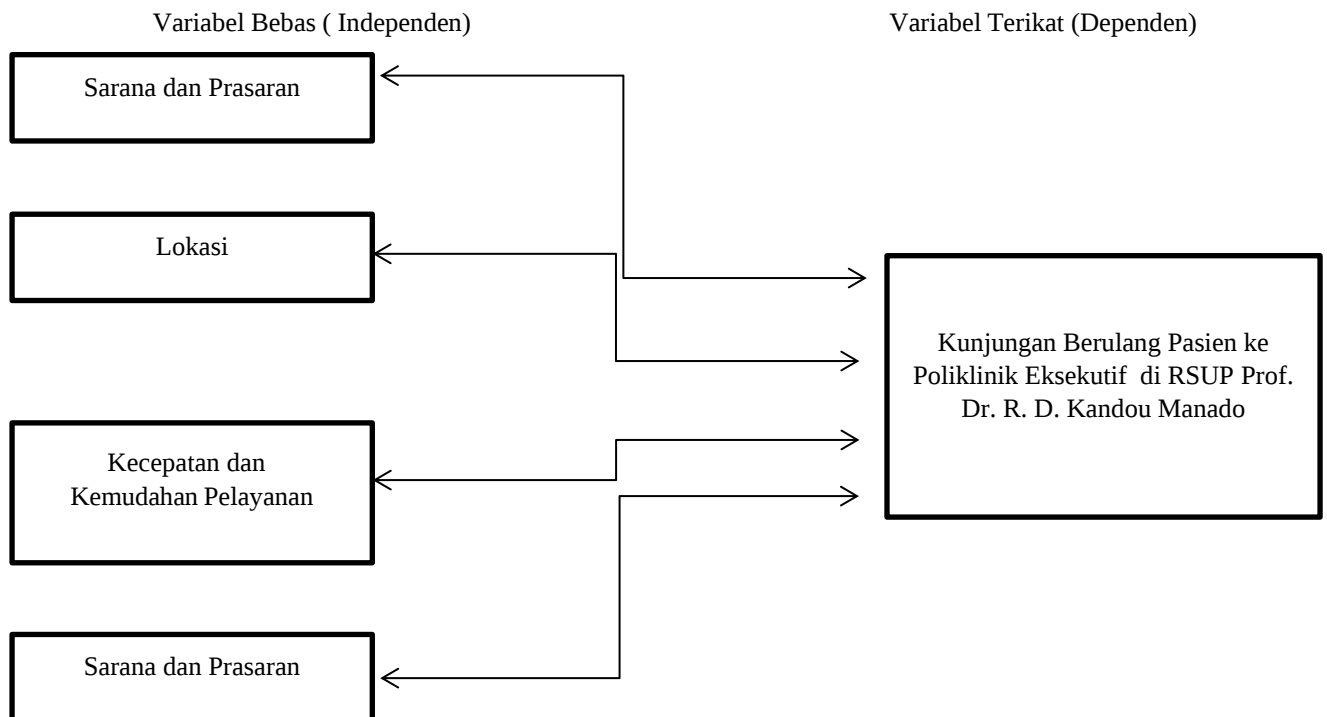


Figure 1. Theoretical framework

f. Research Conceptual Framework



g. Research Hypothesis

1. There is an influence of the availability of facilities and infrastructure on repeat visits at the Executive Polyclinic of Dr. R. D. Kandou Manado Central General Hospital.
2. There is an influence of location factors on repeat visits at the Executive Polyclinic of Dr. R. D. Kandou Central General Hospital Manado
3. There is an influence of speed and ease of service factors on repeat visits at the Executive Polyclinic of Dr. R. D. Kandou Manado Central General Hospital
4. There is an influence of personnel service factors on repeat visits at the Executive Polyclinic of Dr. R. D. Kandou Central General Hospital Manado
5. There is the most dominant factor that influences repeat visits at the Executive Polyclinic of Dr. R. D. Kandou Central General Hospital Manado

3. RESEARCH METHOD

This research is a type of quantitative research that is an analytic survey with a cross sectional study approach. Data collection was carried out only once on each selected respondent to assess the independent and dependent variables. This study was conducted at the Executive Polyclinic service of Prof. Dr. R.D.kandou Manado Hospital in May 2023 to June 2023.

4. RESULTS AND ANALYSIS

a. Human Resource

Along with the increasing demands for services and the desire to improve and empower a superior and reliable hospital, the Prof. Dr. R. D. Kandou Manado Central General Hospital continues to experience growth. The composition of human resources can be seen in table 1 below: (Anonymous, 2023)

Table 1.
Human Resources Composition

NO	Type of Power	Number of Power
1	General Practitioner	63
2	Specialist Doctor	258
3	Dentist	3
4	Specialist dentist	4
5	Nurses and Midwives	1084
6	Other Health Workers	298
7	Administrative Personnel	623

b. Respondent Characteristics

Based on the data obtained, it shows that of the 228 respondents, 123 were male (53.9%), while 105 were female (46.1%). Then Distribution of respondents according to age, it shows that the most respondents are between the ages of 36-53 years as many as 88 people (38.6%) and the least is age > 70 years as many as 9 people (3.9%). The distribution of respondents according to education showed that the most respondents had a college education as many as 99 people (43.4%) and the least had a junior high school education as many as 5 people (2.2%). The distribution of respondents according to status showed that the majority of respondents were married as many as 134 people (58.8%), and the minority of respondents were widows / widowers as many as 11 people (4.8%). The distribution of respondents according to occupation shows that the most respondents are not working as many as 72 people (31.6%) and the least farmers / laborers as many as 7 people (3.1%). The distribution of respondents according to income The data shows that 223 people (97.8%) have income above UMP and 5 people (2.2%) below UMP.

c. Univariate Analysis

The distribution of respondents according to the availability of infrastructure factors showed that 200 respondents (87.7%) answered well and 28 respondents (12.3%) answered poorly. The distribution of respondents according to the location factor shows that respondents according to the location who answered well were 78 respondents (34.2%) and answered less well 150 respondents (65.8%). The distribution of respondents according to the speed and convenience of hospital services shows that respondents according to the speed and convenience of hospital services who answered well were 171 respondents (75%) and answered less well 57 respondents (25%). The distribution of respondents according to the personnel service factor shows that respondents according to the personnel service factor who answered well were 212 respondents (97%) and answered less well as many as 16 respondents (7.0%). The description of Repeat Visit to the Executive Polyclinic of Prof. Dr. R. D. Kandou Hospital Manado shows that the majority of 213 respondents (93.6%) answered that they would visit the Executive Polyclinic at Prof. Dr. R. D. Kandou Hospital Manado, while those who answered no were 15 respondents (6.6%).

d. Bivariate Analysis

Factors The availability of infrastructure facilities that affect repeated visits to the executive polyclinic of RSUP. Prof. Dr. R. D. Kandou Manado

Table 2.
Results of Analysis of Infrastructure Facilities that affect Repeated Visits to Executive Polyclinics at RSUP. Prof. Dr. R. D. Kandou Manado

	Repeat Visit to Executive Polyclinic		Amount	p	
	Good	less			
Infrastructure Facilities	Good	193	7	200	0,001
		96,5%	3,5%	100%	
	less	20	8	28	
		71,43%	28,57%	100%	
Amount		213	15	228	
		93,42%	6,58%	100.0%	

Table 2 above is the result of the analysis of the relationship between infrastructure facilities and repeat visits to the executive polyclinic which shows that respondents whose repeat visits are good because of good infrastructure facilities are 193 respondents (96.5%), while their repeat visits are not good and good infrastructure facilities are 7 respondents (3.5%). On the other hand, there were 20 respondents (71.43%) who had good repeat visits due to poor infrastructure, while 8 respondents (28.57%) had poor repeat visits due to poor infrastructure. Statistical tests using Fisher's Exact Test assuming that there is 1 cell that has an expected value of less than 5 ($>20\%$). Table 7 above also shows the results of statistical tests where the p value = 0.001 (<0.05) means that there is a significant relationship between infrastructure facilities and repeat visits to the executive polyclinic (analysis results can be seen in appendix 4).

Location factors that influence repeat visits to the executive polyclinic of RSUP. Prof. Dr. R. D. Kandou Manado

Table 3.
Results of Location Analysis that affect with Repeated Visits to Executive Polyclinics at RSUP. Prof. Dr. R. D. Kandou Manado

			Repeat Visit to Executive Polyclinic		Amount	P
			Good	less		
Location	Good	N	74	4	78	0,153
		%	94,87%	5,13%	100%	
	less	n	139	11	150	
		%	92,67%	7,33%	100%	
Amount			n	213	15	228
			%	93,42%	6,58%	100.0%

Table 3 above is the result of the analysis of the relationship between Location Relationship with Repeated Visits to the Executive Polyclinic at RSUP. Prof. Dr. R. D. Kandou Manado. Statistical tests are read on Continuity Correction in the Chi-Square Tests table with the assumption that there are no cells that have an expected value of less than 5 ($>20\%$). Table 8 above also shows the results of statistical tests where the value of $p=0.153$ (>0.05) means that there is no significant relationship between location and repeat visits to the executive polyclinic (analysis results can be seen in appendix 4).

Speed and ease of service factors that affect repeat visits to executive polyclinics.

Table 4
Results of Speed and Ease of Service Analysis that affect Repeat Visits to Executive Polyclinics at RSUP. Prof. Dr. R. D. Kandou Manado

			Repeat Visit to Executive Polyclinic		Amount	P
			Good	less		
Speed and Ease of Service	Good	n	169	2	171	0,000
		%	98,83%	1,17%	100%	
	less	n	44	13	57	
		%	77,19%	22,81%	100%	
Amount			n	213	15	228
			%	93,42%	6,58%	100.0%

Table 4 above is the result of the analysis of the relationship between the Relationship between Speed and Ease of Service with Repeat Visits to the Executive Polyclinic at the Hospital. Services with Repeated Visits to the Executive Polyclinic at the Hospital. Prof. Dr. R. D. Kandou using Fisher's Exact Test with the assumption that there is 1 cell that has an expected value of less than 5 ($>20\%$). Table 9 above also shows the results of statistical tests where the p value = 0.000 (<0.05) means that there is a significant relationship between speed and ease of service with repeat visits to the executive polyclinic (analysis results can be seen in appendix 4).

Personnel service factors that influence repeated visits to executive polyclinics.

Table 5
Results of Analysis of the Effect of Personnel Services that Affect Repeated Visits to Executive Polyclinics at RSUP. Prof. Dr. R. D. Kandou Manado

		Repeat Visit to			Amount	P
		Executive Polyclinic				
		Good	less			
Personnel Services	Good	n	202	10	212	0,002
		%	95,28%	4,72%	100%	
	less	n	11	5	16	
		Good	%	68,75%	31,25%	
Amount			n	213	15	228
			%	93,42%	6,58%	100.0%

Table 6 above is the result of the analysis of the relationship between Personnel Service Relationships with Repeated Visits to the Executive Polyclinic at RSUP. Prof. Dr. R. D. Kandou Manado. The statistical test uses Fisher's Exact Test with the assumption that there is 1 cell that has an expected value of less than 5 (>20%). Table 10 above also shows the results of statistical tests where the p value = 0.002 (<0.05) means that there is a significant relationship between personnel services and repeat visits to the executive polyclinic.

e. Multivariat Analysis

This study used logistic regression analysis because the dependent variable (repeat visits to the executive polyclinic) is a categorical variable. Before multivariate analysis, variables that have more than two categories/variants must first be dummy processed, by transforming (giving codes 1 and 0) categorical variables into variables that have only two variants. The dummy process on this research variable is :

- 1) Infrastructure variable: good is coded 1 and poor is coded 2,
- 2) Location variables: good given code 1 and less good given code 2,
- 3) Variable speed and ease of service: good is coded 1 and less good is coded 2,
- 4) Personnel service variable: good given code 1 and less good given code 2.

The steps of multivariate logistic regression analysis, consisting of :

Bivariate selection

We used simple logistic regression test to perform bivariate selection. Each independent variable was carried out bivariate analysis with the dependent variable. From several references that researchers obtained, among others, according to Hastono and Dahlan, stated that the results of bivariate analysis that produced a p value <0.25, then the variable directly entered the multivariate stage. For independent variables whose bivariate results produce a p>0.25 value but are substantially important, these variables can be included in the multivariate model.

Table 6
Bivariate Selection Results with Simple Logistic Regression Test

Variable	<i>p-value</i>
Infrastructure Facilities	0,000
Location	0,516
Speed and Ease of Service	0,000
Service Personnel	0,001

Table 7 above states the results of the bivariate selection analysis. There is one variable, namely location, which has a p value of 0.516 (p>0.25), but the researcher assumes that this variable is important, so it will be included in the multivariate modeling analysis along with three other variables (p value <0.25), namely infrastructure facilities, speed and convenience of service and personal service variables.

Multivariate Modeling

Table 7
First Stage Multivariate Modeling Results
with Simple Logistic Regression Test

Variable	<i>p-value</i>
Infrastructure Facilities	0,000
Location	0,235
Speed and Ease of Service	0,993
Service Personnel	0,994

Table 8 above states that there are 3 variables that have a $p > 0.05$ value, namely location, speed and convenience of service and personnel service, the largest of which is the personnel service variable ($p = 0.994$). In further modeling the personnel service variable was removed from the model

Table 8
Second Stage Multivariate Modeling Results
with Simple Logistic Regression Test

Variable	<i>p-value</i>
Infrastructure Facilities	0,001
Location	0,153
Speed and Ease of Service	0,000

Table 9 shows the results of the second stage modeling analysis. In this modeling, the personnel service variable was excluded, so that the result was that the variable with the largest p value, namely location ($p = 0.153$), was excluded from further modeling.

Table 9
Final Stage Multivariate Modeling Results
with Simple Logistic Regression Test

Variable	<i>p-value</i>	OR
Infrastructure Facilities	0,000	53.675
Speed and Ease of Service	0,000	92.277

Table 10 shows the results of the final stage modeling analysis, which shows that both infrastructure and speed & convenience of service variables have a $p = 0.000$ value ($p < 0.05$). The table also shows the OR (Exp(B)) value. According to Hastono, to see which variable has the greatest influence on the dependent variable, it can be seen from the exp (B) value for the dependent variable. from the exp (B) value for the most significant variable, the greater the exp (B) value means the greater the influence on the dependent variable (Hastono, 2016). In the results of this final stage of multivariate modeling with simple logistic regression tests, the largest exp (B) value is the variable speed and ease of service (OR = 92.277), which means that speed and ease of service have 92.277 times caused respondents to make repeat visits to the executive polyclinic of Prof. Dr. R.D. Kandou Hospital Manado compared to other variables.

DISCUSSION

a. Respondent Characteristics

The distribution of respondents based on gender shows that of the 228 respondents, the most respondents were 123 men (53.9%), while the least respondents were 105 women (46.1%). According to the Ministry of Health of the Republic of Indonesia, women as a group tend to have a higher life expectancy than men, when compared to men, women are more concerned about health, including lifestyle arrangements. Most women usually do not smoke, do not drink alcoholic beverages, eat healthier foods, and more often check their health on their own awareness.

The distribution of respondents according age shows that the most respondents are between the ages of 36-53 years as many as 88 respondents (38.6%) and the least is the age of >70 years as many as 9 respondents (3.9%).

The distribution of respondents according to education showed that the most respondents had a college education 99 respondents (43.4%) and the least had a junior high school education 5 respondents (2.2%). A person who has a higher education will have better thinking in processing information so that it can affect his knowledge in a matter, for example in this case health services.

The distribution of respondents according to status showed that the majority of respondents were married as many as 134 respondents (58.8%), not married 83 respondents (36.4%) and widows / widowers as many as 11 respondents (4.8%). The distribution of respondents according to occupation shows that the most respondents who have not worked are 72 respondents (31.6%) and the least farmers / laborers 7 respondents (3.1%).

The distribution of respondents according to income showed that 223 respondents (97.8%) had incomes above UMP and 5 respondents (2.2%) below UMP, indicating that respondents were able to pay for treatment in general or use private insurance that applies in the executive polyclinic.

b. Overview of Infrastructure Availability Factors, Location Factors, Speed and Ease of Hospital Services, Personnel Services and Revisiting Executive Polyclinics at Prof.Dr.R.D.Kandou Manado Hospital.

The distribution of respondents according to the availability of infrastructure facilities shows that respondents who answered well were 200 respondents (87.7%) and answered less well as many as 28 respondents (12.3%). When viewed from the list of questions asked, many choose other sophisticated supporting examination facilities, so that there are many enthusiasts for the supporting examinations carried out.

The distribution of respondents according to the speed and ease of hospital services shows that the majority of respondents answered well as many as 171 respondents (75%), while those who answered less well were 57 respondents (25%). Karyati, (2006) examined the analysis of the Influence of Patient Perceptions of the Quality of Service of Obstetricians and Gynecologists with the Interest in Revisiting patients in the Outpatient Installation of RSI Sultan Agung Semarang in 2006, finding the results of the relationship between the accuracy of arrival, the skill of medical techniques, the availability of consultation time with the request for a repeat visit. The results of the analysis of the effect of jointly disdapatkan that perceptions of the accuracy of coming and medical technical skills affect the interest in revisiting

The distribution of respondents according to personnel services shows that the majority of respondents answered well as many as 212 respondents (93%), while those who answered less well were 16 respondents (7%). Hasbi (2012), in his research on the Relationship between Patient Perceptions of Quality The results showed that patient characteristics did not affect the interest in reutilizing outpatient services, and there were 5 variables that had a relationship with interest in reutilizing outpatient services.

The description of Repeat Patient Visits to the Executive Polyclinic at the Prof. Dr. R.D. Kandou Manado Hospital shows that the majority of 213 respondents (93.4%) answered that they would make repeat visits to the Executive Polyclinic, while only 15 respondents (6.6%) answered that they would not. The services obtained from users of health facility services that are considered competent or in this case satisfactory will be a separate consideration for the community or patients who use health services to assess a health facility and return to the same health facility when they need health facilities, so that today it can be said that the provision of services by health facilities to users of quality health services is very important, apart from the demands of the Law as well as to provide satisfaction and determine the loyalty of patients who use these health services (Pohan, 2013).

c. Relationship between Location and Repeat Visit in Executive Polyclinic at Prof. Dr. R.D Kandou Hospital Manado.

Based on the results of the tabulation carried out between the availability of infrastructure facilities and repeat visits at the Executive Polyclinic at Prof. Dr. R.D Kandou Manado Hospital, the statistical test analysis data shows the results of statistical tests where the p value = 0.000 (<0.05) means that there is a significant relationship between infrastructure facilities and repeat visits at the Executive Polyclinic at Prof. Dr. R.D Kandou Manado Hospital.

Based on tabulations conducted between location factors and Repeat Visits at the Executive Polyclinic at Prof. Dr. R.D Kandou Manado Hospital, the data obtained shows the results of statistical tests where the p

value = 0.722 (>0.05) means that there is no significant relationship between location and repeat visits to the executive polyclinic. Location or a place that is some distance from the city center despite the smooth transportation access to arrive at the hospital. Makawimbang et al (2014) showed the results of the statistical test p value = 0.286, so there was no relationship between location and outpatient care, but based on research showing good and bad respondents did not differ in their actions in reutilizing outpatient services, where even though most respondents answered the location was not good as many as 38 respondents (50.7%).

Based on the tabulation conducted between the Speed and Service Factors with Repeat Visits in the Executive Polyclinic at Prof. Dr. R.D Kandou Manado Hospital, the statistical test results show that the p value = 0.000 (<0.05) means that there is a significant relationship between speed and ease of service with repeat visits to the executive polyclinic. Hospital services are always the concern and observation of the community, therefore it is always the concern and observation of the community, therefore the hospital must have a good strategy and management so that people can have a positive image of the hospital.

Based on the tabulation conducted between the Personnel Service Factor and Repeat Visits at the Executive Polyclinic at Prof. Dr. R.D Kandou Manado Hospital, the data obtained shows the results of statistical tests where the p value = 0.002 (<0.05) means that there is a significant relationship between personnel services and repeat visits to the executive polyclinic. These results are in line with Satrianegara (2016) showing that the analysis of the chi-square statistical test obtained the result of $p = 0.000$ which proves outpatient care at Labuang Baki Makassar Hospital. A fairly good perception of the officer is supported by the respondent's perception of the officer with the service provided when the patient comes to visit.

D. The relationship between the availability of infrastructure facilities, location factors, speed and convenience of hospital services and personnel services with repeated visits of patients to the executive polyclinic at Prof. Dr. R. D. Kandou Manado Hospital..

The results of the bivariate test resulted in the b value of the variable availability of infrastructure, speed and convenience and personalized service with repeat visits at the executive polyclinic below 0.002, while the location variable resulted in 0.722. Furthermore, multivariate analysis was carried out on all variables. The logistic regression test to determine the variables most associated with repeat visits to the Executive Polyclinic at Prof. Dr. R. D. Kandou Manado Hospital was carried out in 3 stages and at the final stage the variable speed and ease of service was obtained ($OR = 92.277$), which means that speed and ease of service have 92.277 times caused respondents to make repeat visits to the executive polyclinic of Prof. Dr. R.D. Kandou Manado Hospital compared to other variables.

The diversity and ease with which people can choose existing health facilities is one indicator of improving the quality of health in Indonesia, which also signifies a paradigm shift in health facilities, from a necessity to an option for the community, so that this paradigm shift can also be used as a spur for providers and managers of health facilities to always compete in providing good, quality and quality health services (Lupiyoadi, 2013).

5. CONCLUSION

Based on the data analysis and discussion that has been carried out in the previous chapter, the results of this study can be concluded as follows:

1. There is an influence of infrastructure factors on repeat visits to patients at the Executive Polyclinic of RSUP Prof. Dr.R.D. Kandou Manado..
2. There is no influence of location factors on repeat visits in patients at the Executive Polyclinic of RSUP Prof. Dr.R.D. Kandou Manado..
3. There is an influence of speed factor on ease of service with repeated visits to patients at the Executive Polyclinic of RSUP Prof. Dr.R.D. Kandou Manado..
4. There is an influence of personnel service factors on repeat visits to patients at the Executive Polyclinic of RSUP Prof. Dr.R.D. Kandou Manado.The most
5. The most dominant speed and ease of service factors affect repeat visits to patients at the Executive Polyclinic of RSUP Prof. Dr.R.D. Kandou Manado. ‘

Suggestion

1. It is recommended that the hospital be able to maintain and further improve the quality of service in order to create patient satisfaction and foster patient loyalty.
2. Infrastructure facilities at the Prof. Dr. R.D. Kandou Manado Hospital are further improved in terms of quantity and quality.
3. The speed and ease of service at the Executive Polyclinic of Prof. Dr.R.D. Kandou Manado Hospital should be maintained which is already good in order to maintain the existing quality.

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