

---

## **Homecare Interest For Post Hospitalizing Patient In Pare Region**

**Christianto Nugroho\*, Suryono, Bambang Wiseno**

*STIKES Pamenang Kediri, Indonesia*

\* [christantonug@gmail.com](mailto:christantonug@gmail.com)

### **ABSTRACT**

Homecare service should give enough great impact to solve health problem after a patient hospitalizes, but the fact that till right now there is not any homecare program that has not been recognized and known in society, whereas the homecare method can decrease the figure of hospital utilization, which means a lot of societies will do self-treatment at home, moreover in this covid-19 period. The main purpose of this research is for identifying the relevant market, analyzing homecare requests to the relevant patient (identify buyer, willingness to buy), determining the segment of homecare interest during covid-19.

This research uses an analytic description by using a quantitative approach. The research population is posted hospitalizing patients in RSUD Pare. Data collection was gotten by disseminating questionnaires to the patient in RSUD Pare which shows the identification of respondents to the homecare during covid-19 based on demography, geography, illness, hospitalization class, patient desire.

The final result of the research is found that the amount of post-hospitalizing patients with high interest is 102 respondents (59,3%), 59 respondents (34,3%) very high, and 11 respondents (6,4%) medium. Homecare can ease society to get maximal health service, which is provable by the high number of social interest to join the homecare program.

**Keywords :** Interest, Homecare, Patient, Post Hospitalizing

Received September 25, 2020; Revised October 16, 2020; Accepted October 28, 2020



STRADA Jurnal Ilmiah Kesehatan, its website, and the articles published there in are licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

**BACKGROUND**

Health care at home (Homecare) is health care that is able to do at home even partly or totally, and do it for preventing or changing long-term service as service alternative for acute illness. Homecare services should give a great impact to solve health problems after hospitalizing patients, but the homecare program has not been known and recognized by society till right now, whereas the homecare method can decrease the figure of hospital utilization which means a lot of societies will do self-treatment at home. (Low et al., 2015). The public hospital in the Pare region is RSUD Pare Kediri with an average of a patient: 14514 each year (Dinkes, 2018). At this time homecare which is used is still privately by medical personnel, the society who needs nurses or doctor help will contact the hospital to send a nurse or doctor to visit their house.

The result of the Depkes RI discussion in 2000 is 97,7% stated that health service at home needs more improvement, 87,3% mentioned that it needs medical personnel standardizations, facilities, and infrastructures, moreover 91,9% data explained that homecare organizer needs an operational license (Depkes RI, 2013). Looking at the high number of data of patient who is nursed gives representation that lot of patients who needs intermediate treatment after returning home from the hospital. Pare region has a hospital with the total patient above has not had homecare for society.

The society's limitation of long-term maintenance costs with the degenerative illness will influence the improvement of cases that need home care. For instance: stroke patient with the paralytic disease and rehabilitation service needs long time treatment. Profit hospital feels that giving service to the client more than a week does not mean that it will give a profit and become the load of the hospital. Someone who is nursing in public health cannot feel free like they do not have any freedom to enjoy a perfect life. House is a better place for the patient than staying in the hospital, it is because homecare can ease the healing process (Bekti Y, 2018).

The previous result of the research has been found that there is a high correlation of society interest to the homecare service (Prasetyo, 2017), based on the previous research which represents that health service of homecare is really needed by society, therefore it needs more deep research about the analysis of homecare service interest for post hospitalizing patient in Pare region.

The main purpose of this research is to identify patient interest, analyze homecare requests to the relevant patient (buyer identification, willingness to buy), determine the segment of homecare interest.

**METHODS**

This research uses an analytic description by using a quantitative approach in RSUD Pare on August 1<sup>st</sup>, 2020 up to September 30<sup>th</sup>, 2020. The subject of this research is to post hospitalizing patients in RSUD Pare. The population is all of the post-hospitalizing patients in RSUD Pare and the total of the sample which is taken is 172 people with a random sampling technique.

The data collection is structured from the interview technique in using a questionnaire guide sheet about homecare interest during covid-19 based on demography, geography, illness, hospitalizing class, and patient interest. Furthermore, the data collection is processed, tabulated, and analyzed by Univariate analysis to get the overview of average value, median, lowest score, highest score, and deviation standard.

**RESULT AND DISCUSSION**

Table 1. Respondent characteristic of homecare interest to the post hospitalizing the patient

Variable	Frequency (n)	Presentation (%)	Variable	Frequency (n)	Presentation (%)
Gender			Hospitalized		
Male	82	47,7%	1 time	73	42,4%
Female	90	52,3%	2-5 times	77	44,8%
			> 5 times	22	12,8%
Age			Income		
6-11 years old	1	0,6%	No income	44	25,6%
12-25 years old	25	14,5%	< 1 million	78	45,3%
26-45 years old	69	40,1%	1-5 millions	48	27,9%
46-65 years old	66	38,4%	> 5 millions	2	1,2%
>65 years old	11	6,4%			
Education			Job		
Non-Schooling	19	11%	Student	14	8,1%
Elementary School	54	31,4%	Laborer/Craftsman	59	34,3%
Junior High School	42	24,4%	Seller/Entrepreneur	37	21,5%
Senior High School	38	22,1%	Civil Servant	8	4,7%
Diploma	8	4,7%	Employee	17	9,9%
Bachelor Degree	9	5,2%	House Wife	37	21,5%
Master Degree	2	1,2%			

Based on table 1. Indicate that most of the respondent is female 90 respondents (52,3%), the majority respondent with 26-45 years old 69 respondents (40,1%), respondent with laborer job is 59 respondents (34,3%), commonly their education is elementary school level with 54 respondents (31,4%), respondent with income < 1 million is 78 respondents (45,3%), and the respondent who has hospitalized 2-5 times with the same case is 77 respondents (44,8%).

Table 2. Homecare interest for post hospitalizing the patient

Interest	Frequency Presentation	
	(n)	(%)
Very High	59	34,3%
High	102	59,3%
Medium	11	6,4%

Based on table 2 above shows that the interest of post hospitalizing patient has high interest 102 respondents (59,3%), very high interest 59 respondents (34,3%), and medium 11 respondents (6,4%).

Kotler's statement of Meriyati, who stated that purchase decision is influenced by the previous one. The first thing before the customer decides to buy the product is necessary (necessary identification). They will look for any information about products or services to fulfill their necessary (looking for information), it is possible to do after knowing their necessity. After knowing the product and the service, they will automatically compare the alternative of one product and service to another one (alternative evaluation). After analyzing the alternative way, the new customer will decide to choose the product and the service which gives high profit (purchase decision) (Salim et al., 2019).

The factors that affect people's interest in which people will interest or not in the financial institution is really affected by psychological, such as behavior, attitude, and desire aspect. Actually, it is not only about the psychological aspect but also another factor that is able to influence society to buy a product. The background of the society in choosing stuff or material is like 1) Income, 2) Kinds of material made or pattern, 3) Location, 4) Service, 5) Comfort. The religious stimulus is also included as religious knowledge and experience that is able to motivate someone to do an economical action (Salim et al., 2019). Competition of patient requests to choose private hospitals as health care facilities can be influenced by the patient attitude to the hospital, image of the hospital label, value perception, quality perception (Faaghna et al., 2019).

Pointing out from several things above is that there are so many factors including demography data that become the social interest to the homecare. The home environment is more comfortable for several patients than hospitalizing in hospital. It influences the healing process of the patient that will be faster if they feel comfortable and happy (Fahrepi et al., 2019).

Another reason for homecare also helps society who has a problem with health service costs, especially the cases of degenerative diseases that need longer treatment. In America, home care service has been executed since 1974, (American Nurse Association – ANA) in 1986 has established the standard of advanced nursing practice or home health care (Friedberg et al., 2014).

## CONCLUSION

Homecare gives the possibility to society to get maximal health service. It is provable by the high number of social interest to join the homecare program. The big expectation of society is to get homecare service. Therefore they can get the best health service in the middle of the pandemic covid-19 period right now.

## ACKNOWLEDGMENTS

The Author wish to thanks to Direktorat Riset dan Pengabdian Masyarakat DPRM Kemenristek Dikti 2020 with research contact No . 131 / SP2H / L7-MONO / LL7 / 2020. The Author wish to thanks to Kediri District General Hospital

## REFERENCE

- Bekti Y. (2018). Matahari Homecare sebagai terobosan bisnis di Fakultas Kesehatan universitas Muhammadiyah Malang. *Jurnal Dedikasi*, 9, 7–10. [https://scholar.google.co.id/scholar?hl=id&as\\_sdt=0,5&q=\[5\]](https://scholar.google.co.id/scholar?hl=id&as_sdt=0,5&q=[5]).
- Prasetyo,+Y.T.K.R.R.K.,+2013.+Matahari+homecare+sebagai+terobosan+bisnis+di+fakultas+ilmu+kesehatan+universitas+mhamadiyah+malang.+Jurnal+Dedikasi,+pp.67-72.&btnG=
- Depkes RI. (2013). Riset Kesehatan Dasar. *Jakarta: Badan Penelitian Dan Pengembangan Kesehatan Kementrian Kesehatan RI*.
- Dinkes. (2018). Profil Kesehatan Kabupaten Kediri. In *Dinkes kabupaten kediri*.
- Faaghna, L., Lita, R. P., & Semiarty, R. (2019). Analisis Faktor Yang Mempengaruhi Minat Berkunjung Ulang Pasien ke Poliklinik Spesialis di RSI Ibnu Sina Padang (BPJS Kesehatan). *Jurnal Kesehatan Andalas*, 8(2), 295. <https://doi.org/10.25077/jka.v8i2.1005>
- Fahrepi, R., Rate, S., & Hadi, A. J. (2019). Hubungan Kualitas Pelayanan Homecare dengan tingkat Puskesmas Batua Kota Makassar The Relation Of Home Care Service

- Quality And Family ' s Patient Satisfaction In Batua Public Health Center Jobs Area , Makassar City. *PROMOTIF : Jurnal Kesehatan Masyarakat*, 9(0451), 122–128. <https://jurnal.unismuhpalu.ac.id/index.php/PJKM/article/viewFile/589/482>
- Friedberg, M. W., Schneider, E. C., Rosenthal, M. B., Volpp, K. G., & Werner, R. M. (2014). Association between participation in a multipayer medical home intervention and changes in quality, utilization, and costs of care. *JAMA - Journal of the American Medical Association*, 311(8), 815–825. <https://doi.org/10.1001/jama.2014.353>
- Low, L. L., Vasanwala, F. F., Ng, L. B., Chen, C., Lee, K. H., & Tan, S. Y. (2015). Effectiveness of a transitional home care program in reducing acute hospital utilization: A quasi-experimental study. *BMC Health Services Research*, 15(1), 1–8. <https://doi.org/10.1186/s12913-015-0750-2>
- Prasetyo, Y. B. (2017). Homecare Services' Potential at the UMM Hospital: Analysis on the Disease Cases, Public Social and Economy. *Jurnal Keperawatan*, 7(1), 70–78. <https://doi.org/10.22219/jk.v7i1.3921>
- Salim, A., Sahroni, A., IGM Palembang, S., & Raden Fatah Palembang, U. (2019). Minat Pembelian Kain Jumputan Terhadap Kain Songket Khas Palembang (Studi Kasus: Masyarakat Kota Palembang). *A Research Journal on Islamic Economics*, 5(1), 77–89.