

Health Promotion and Medical Services on Health Services Through Performance at Tajuncu Health Center (Puskesmas)

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Abstract

This analysis aims to define and evaluate the effects of health promotion and medical services on health services through success at the Tajuncu Health Centre, Soppeng Regency. This research used the causality design and quantitative method used at the Tajuncu Health Center, Soppeng Regency. This research sample was 100 health workers and nurses at the Tajuncu Health Center, Soppeng Regency. The sampling procedure was carried out using an objective sampling technique. The analysis included all demographics as a sample. Data collection was carried out by observation, interviews, questionnaires, and documentation. Analysis of data using route analysis. The findings revealed that the degree of health promotion carried out by the Tajuncu Health Center in Soppeng Regency improved the awareness and ability of the population on the value of receiving health knowledge or education. Puskesmas related to sickness suffered by the group. Health promotion, which is well carried out, is due to the good results of health staff and health programs. Also, patient facilities are factors that decide the improvement of health services. The medical services are sufficient and proportionate to the specialty's level and specialization level. The social care given can be seen by advancing public health, early diagnosis and adequate consideration, prevention of injury, and successful recovery. Indirectly, success is a potent mediator between emergency care and health services.

Keywords:

health promotion, medical services, health services, performance, Indonesia

1. Introduction

To secure healthcare management, health staff, and patients, the hospital must provide internal hospital rules that can be considered the hospital by statute. These Regulations shall contain regulations on health care, labor force, administration, and management (Ahdan et al., 2019; Gani et al., 2019; Sawitri et al., 2019; Tamsah et al., 2020; Umar et al., 2019). The same refers to the Puskesmas as a technical executing institution. Puskesmas have a significant role as technical implementing organizations, who need administrative expertise and imagination to enhance health care quality. Described in more depth in Health Ministry Regulation No 75 of 2014 on Community

Health Centers, Puskesmas programs prioritize facilities with pro-motivation and prevention measures to attain the best public health status in their areas of operation.

The categories of clinical care offered by insurance providers must be integrated (comprehensive health services), including preventive health services, promotional health services, curative health services, and recovery services (Muninjaya, 2011). They are growing neighborhood understanding of health results in a range of requests for better health care. One of the attempts to foresee this situation is to maintain the standard of service such that ongoing measures are made to find gaps and shortcomings in health facilities. The increasing demands of the population on health care quality, such as the service function, have to be strengthened.

Health staff's success results from societal demands for outstanding care or a reasonable standard of service. It is hoped that they will be able to demonstrate actual technical contributions to health employees' success. Improving efficiency will be accomplished by improving medical and nursing care as a subsystem in the current Puskesmas program structure. Medical services prioritize the medical benefits earned by physicians or other health professionals relevant to their services. In addition to attempts to enhance health care through patient performance and services, health promotion is an essential aspect of improving people's skills by learning about, though, for, and through the community to better themselves. Health promotion is responsible not only for the health industry but also for a healthy lifestyle (Keleher et al., 2007). WHO (1998) suggests that health promotion is a crucial tool for health growth that it is an ongoing and sustainable mechanism for people and populations' social and health status. This study aims to demonstrate how much health promotion and medical services influence health services through success at the Tajuncu Health Centre, Soppeng Regency.

2. Literature review

Health promotion attempts to improve the community's potential by self-learning within and for the district to benefit themselves and establish community-based programs in line with local socio-culture and are assisted by a public policy with a health viewpoint. Via promotional events, all residents can learn about forms of health care that can improve public awareness about themselves, their communities, and their community. Health promotion not only stems from the initiative of health professionals to be delivered directly but also from a variety of government initiatives in its policies. As Green and Kreuter (2005) have reported, health promotion is a mixture of educational, policy (political), legislative and organizational efforts to promote practices and living environments that favor health. Health education programs promote nurses or health professionals' contributions to help improve their performance, not only in the operating area but also in approaching the group and making direct trips to the community. Promotional activities are also part of the implementation of health workers, as reported by Maulizar (2012) that the performance of health workers can be described as the results of the work done by health workers in the organization according to the authority and duty provided by the organization in the pursuit of vision, purpose, yet constitutionally, the company's goals do not infringe the statute and are by morality or ethics (A'yun et al., 2017). Previous research findings that confirm this partnership include Alyson Ross et al. (2017), Natalia Stanulewicz et. a. (2019), Nyoman Adinda Adnyaswari (2017), who claims that there is a connection between health promotion and success. Thus, hypothesis 1 can be made as follows:

H1: Health Promotion has a positive and significant effect on performance, the better Health Promotion will increase performance at the Tajuncu Health Center, Soppeng Regency

In the Medical Sector, especially in services and support for medical implementation, it must determine existing policies, develop, coordinate, and provide optimal services. Medical services are a series of activities provided to patients according to predetermined medical service standards, and usually, optimal hospital resources and facilities are used. Health care efforts can be obtained from the health centre, public/private hospitals, clinics, and other health service institutions whose contributions are expected to be more optimal and maximum. Professional medical service activities through the role of doctors, nurses, midwives, and pharmacists will encourage good performance for them and provide quality services to patients. It shows the real behaviour of health workers demonstrated following their roles. It is supported by Rivai and Sagala (2011) opinion that the performance showed is the actual behaviour of each person and as an achievement produced by their role in an organization. Previous research results that support this relationship include Nofrinaldi et al. (2006); Nur Jannah et al. (2018); Tao Du (2017); and Beatriz Rosana et al. (2015), which states that there is a positive influence relationship between medical services and performance. Thus, hypothesis 2 can be made as follows:

H2: Medical services have a positive and significant effect on performance, the better the medical services will increase the performance at the Tajuncu Health Center, Soppeng Regency

Health promotion officers can be an essential element of the health movement campaign conducted by the government. Health promotion officers are figures who interact directly at the community level and know conditions in the field as part of the public centre institution. The main objective of health promotion is to provide information that at a different story can trigger public awareness of programs or movements that are being launched by the government. In short, health promotion officers are the mouthpieces of the government, in this case, the Ministry of Health, to convey all kinds of information related to health with the aim of community empowerment and development of health-related resources. Health promotion activities encourage community empowerment. The assignment's main objective is to realize the community's ability to maintain and improve health for themselves. The forms of this activity include health education, organization, and community development in cooperatives, pieces of training for the ability to increase family income (Notoatmodjo, 2007). Health promotion activities will indirectly encourage the improvement of service quality. It was stated by Azwar (1996) that the quality of service could be seen from two aspects, namely in terms of service users, service quality, especially related to the responsiveness and ability of officers to meet market needs and patient communication. Including the friendly nature and sincerity, and the two service providers, in this case, the health centre, the quality of services related to usage by developments in science and technology. The results of previous studies that support this relationship include Saleha Rodiah et al. (2016), Ratih GS et al. (2017), Muh. Zainal S. (2018); and Alvin Pratama (2018) stated a positive relationship between health promotion and health services. Thus, hypothesis 3 can be made as follows:

H3: Health Promotion has a positive and significant effect on Health Services, the better Health Promotion, the better Health Services at the Tajuncu Health Center, Soppeng Regency

Medical service as a form of service that utilizes all available resources and facilities at the hospital or Puskesmas, with this form of assistance should meet the patient's needs as a whole. Health resources play an essential role in saving patients and are at the forefront of responsibility for the safety of patients' lives. However, all actions taken must have established procedures and must be adhered to by their respective duties and functions. In the Republic of Indonesia, Minister of Health Regulation No. 4 of 2019, to improve the quality of medical services, it is ensured that it is safe, increasing safety through the application of risk management principles by avoiding injuries to patients provided. Besides providing services that respect and respond to patient wishes, patient needs, and values. Values and ensure these values are respected in the same service process and service quality regardless of individual, gender, ethnicity, geographic location. Medical services are a derivative of *health care* services in general, where every person's right is guaranteed in the 1945 Constitution to improve the health status of individuals and groups or society as a whole. These results are in line with the Indonesian Ministry of Health (2009) decision that health services are carried out alone or collectively in an organization to maintain and improve health, prevent and cure diseases, and restore health, individually, families groups, or communities. Previous research results that support this relationship include Jony Oktavian Haryanto (2009); Zefri Maulana (2016); Ali Mohammad Mosadeghrad (2014); and Elsje Scheffler et al. (2015), who argued that medical services influence health services. Thus, hypothesis 4 can be made as follows:

H4: Medical services have a positive and significant effect on health services. The better the medical services, the better the health services at the Tajuncu Health Center, Soppeng Regency

Performance can be said to be the quality and quantity of work achieved by a person carrying out his duties by the responsibilities assigned to him. Performance is an outcome that is viewed from the point of view of the work process and result. In other words, a version is not only about how the work process takes place but also how the results are achieved from work (Rinantanti et al., 2019). In a planned manner at the time and place, the performance standards are benchmarks that must be completed by anyone individually or in a group in an organization, meaning that if the performance is below the minimum average, then the account is unacceptable and is categorized as bad or very bad. The version of health workers is not only because of their ability to knowledge and skills but more because of the inherent attitudes and behaviours that affect their performance. It was stated by Wirawan (2009) that every health worker has the ability based on knowledge and skills, appropriate competencies. with their jobs, work motivation, and job satisfaction, but workers also have personalities, attitudes, and behaviours that can affect their performance. Assessing health workers' performance will contribute to the organization and measure the quality of health services appropriately. Performance appraisal is also a suitable mechanism for controlling health workers (Permenkes RI No. 857/2009). The better the performance is shown by health workers in providing services. The better health services will be directly increased. Previous research results that support this relationship include

Sandra JLRotty (2016); Deliana (2016); Hendrianto T. Wibowo (2009); and Anna Garcia et al. (2006), who suggest that performance affects health services. Thus, hypothesis 5 can be made as follows:

H5: Performance has a positive and significant effect on health services. The better the performance will improve health services at the Tajuncu Health Center, Soppeng Regency

3. Method

This research was conducted at the Office of Women's Empowerment, Child Protection, Population Control and Family Planning (DP3APPKB) Soppeng Regency, using a causality design and a quantitative approach. The study population was all 123 employees in the Department of Women's Empowerment, Child Protection, Population Control and Family Planning in Soppeng Regency. Methods of data collection are carried out using observation, interviews, questionnaires, and documentation. Analysis data using path analysis.

4. Results

4.1 Results of Data Analysis

For pathway analysis, the study tested structure one and structure 2. Based on the analysis path, each analysis's value influence between independent variables and the dependent variable can be seen in Tables 1 and 2.

4.1.1 The Effect of Health Promotion (X1) and Medical Services (X2) on Performance (Y1)

Table 1. T test. Effect of X1 and X2 on Y1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,226	1,607		.763	.448
Health Promotion (X1)	.558	.109	.505	5,100	.000
Medical Services (X2)	.389	.111	.346	3,493	.001

Dependent Variable: Performance (Y1)

Source: Processed data, 2020

The form of the regression equation can be written as follows:

$$Y1 = 0.505X1 + 0.346X2 + e1:$$

Based on Table 1, it is found that the regression coefficient value (b1) = 0.505 with a significance level of 0.000 which means significant (Sig <0.05) or the value of t count > t table (5.100 > 1.984). Thus, it is said that the Health Promotion variable (X1) has a positive and significant effect on performance (Y1).

Based on Table 1, it is found that the regression coefficient value (b2) = 0.346 with a significance level of 0.001 which means significant (Sig <0.05) or the value of t count > t table (3.493 > 1.984). Thus, it is said that the Medical Services variable (X2) has a positive and significant effect on performance (Y1).

Meanwhile, the value of determination R Square (R²) shows the number 0.653 or 65.3%. It means that 65.3% of the variation in the fluctuation of the Performance variable (Y1) can be explained by the variation in the variable Health Promotion (X1) and Medical Services (X2). Meanwhile, the remaining amount of 100 to 65.3 = 34.7% is explained by other variables outside the model studied. For more details, see the path model below.

Table 2. Analysis of the coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.653	.646	1,478

a. Predictors: (Constant), Health Promotion, Medical Services

b. Dependent Variable: Performance

Source: Processed data, 2020

4.1.2 The Effect of Health Promotion (X1), Medical Services (X2) and Performance (Y1) on Health Services (Y2)

Table 3. T test Effect of X1, X2 and Y1 on Y2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.159	.991		.161	.873
Health Promotion (X1)	.326	.076	.315	4,298	.000
Medical Services (X2)	.304	.073	.288	4,176	.000
Performance (Y1)	.373	.062	.398	5,974	.000

Dependent Variable: Health Services (Y2)

Source: Processed data, 2020

The form of the regression equation can be written as follows:

$$Y2 = 0.315X1 + 0.288X2 + 0.398Y1 + e2$$

Based on Table 3, it is found that the regression coefficient value (b3) = 0.315 with a significance level of 0.014, which means significant (Sig <0.05) or the value of t count > t table (4.298 > 1.984). Thus, it is said that the Health Promotion variable (X1) has a positive and significant effect on Health Services (Y2). Based on Table 3, it is found that the regression coefficient value (b4) = 0.288 with a significance level of 0.000, which means significant (Sig <0.05) or the value of t count > t table (4.176 > 1.984). Thus, it is said that the Medical Services variable (X2) has a positive and significant effect on Health Services (Y2). Based on Table 3, it is found that the regression coefficient value (b5) = 0.398 with a significance level of 0.000, which means little (Sig <0.05) or the value of t count > t table (5.974 > 1.984). Thus, it is said that the performance variable (Y1) has a positive and significant effect on health services (Y2). Meanwhile, the value of determination R Square (R²) shows the numbers 0.852 or 85.2%. It means that 85.2% of the variation in the fluctuation of the Health Service variable (Y2) can be explained by the interpretation of the Health Promotion (X1), Medical Services (X2), and Performance (Y1) variables. Meanwhile, the remaining 100-85.2 = 14.8% is explained by other variables outside the model studied. For more details, see the path model below.

Table 4. Summary of the results of the determination coefficient analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.852	.847	.909

a. Predictors: (Constant), Health Promotion, Medical Services, Performance

b. Dependent Variable: Health Services

Source: Processed data, 2020

4.2 Hypothesis Test Results

Table 5. Conclusion of hypothesis test results

No.	Hypothesis	Score	Sig	Conclusion
1	Health Promotion has a positive and significant effect on performance at the Tajuncu Health Center, Soppeng Regency	.505	.000	Positive and Significant
2	Medical services have a positive and significant effect on performance at the Tajuncu Health Center, Soppeng Regency	.346	.001	Positive and Significant
3	Health Promotion has a positive and significant effect on Health Services at the Tajuncu Health Center, Soppeng Regency	.315	.000	Positive and Significant
4	Medical services have a positive and significant effect on health services at the Tajuncu Health Center, Soppeng Regency	.288	.000	Positive and Significant
5	Performance has a positive and significant effect on health services at the Tajuncu Health Center, Soppeng Regency	.398	.000	Positive and Significant
6	Health Promotion has a positive and significant effect on Health Services through Performance at the Tajuncu Health Center, Soppeng Regency	.200	.000	Positive and Significant
7	Medical services have a positive and significant effect on health services through the performance at the Tajuncu Health Center,	.137	.000	Positive and Significant

	Soppeng Regency			
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Source: Data processing, 2020

From the table above, the hypothesis is answered by the result of the research. All variables with their each indicator have shown that there is a positive and significant impact with the scores have gotten.

5. Discussion

5.1. The effect of health promotion on performance at the Tajuncu Health Centre, Soppeng Regency is positive and significant with a regression coefficient value of 0.505.

Reinforced by the research of Alyson Ross et al. (2017), Natalia Stanulewicz et al. (2019), Nyoman Adinda Adnyaswari (2017). Adjunct Health Centre health workers prioritize an emotional approach to convince the community and vice versa. The organization also responds well to these steps, which are carried out through advocacy. The health promotion carried out by the Tajuncu Health Centre in Soppeng Regency has provided a high level of awareness for the community. Health promotion is not only derived from the health worker initiative to be delivered directly but rather from several efforts from the government with its policies. Green and Kreuter (2005) stated that health promotion is a combination of educational actions, policies (politics), regulations, and organizations to support activities and living conditions that benefit the health of an individual, group, or community.

5.2. Influence Services Medical against Performance at Puskesmas Tajuncu Soppeng is positive and significant with a regression coefficient of 0.346.

Strengthened by research Nofrinaldi et al. (2006); Nur Jannah et al. (2018); Tao Du (2017); and Beatriz Rosana et al. (2015). The provision of medical services has considered the agreed principles of justice. It is determined to adjust the performance or efforts needed to enforce the diagnosis until the necessary medical actions/procedures, including rehabilitation. The eligibility of the medical incentives received has boosted the performance of health workers.

5.3. Effect of Health Promotion of the Ministry of Health in the Health Center Soppeng Tajuncu is p positive and significant with a regression coefficient of 0.315.

Strengthened by Saleha Rodiah et al. (2016); Ratih GS et al. (2017); Muh. Zainal S. (2018); and Alvin Pratama (2018). The Tajuncu Puskesmas in the Soppeng Regency carried out several steps for health promotion activities by involving all family heads by distributing leaflets or brochures and the use of other promotional media so that the community felt well served. By the opinion of Herlambang S and Murwani A. (2012) suggested that health workers should play an active role in the society closer to the health center so that they know the importance of health care centres to support their health.

5.4. Influence Services Medical on Health Care at the Health Centre Soppeng Tajuncu is positive and significant with a regression coefficient of 0.288.

Strengthened by the research of Jony Oktavian Haryanto (2009); Zefri Maulana (2016); Ali Mohammad Mosadeghrad (2014); and Elsje Scheffler et al. (2015). Medical service incentives that are by the qualifications and specializations of doctors or health workers at the Tajuncu Health Centre have improved quality health services from early diagnosis to rehabilitation. In the Republic of Indonesia, Minister of Health Regulation No. 4 of 2019, to improve the quality of medical services, it is ensured that it is safe, that is, increasing safety by applying risk management principles by avoiding injury patients due to services provided.

5.5. Influence of Performance on Health Care at the Health Centre Soppeng Tajuncu is positive and significant with a regression coefficient of 0.398.

Strengthened by research Sandra JLRotty (2016); Deliana (2016); Hendrianto T. Wibowo (2009); and Anna Garcia et al. (2006). Health workers have an adequate level of service quality performance, which can increase the community's enthusiasm to come for treatment and high public trust in the Puskesmas. This service's quality is considered acceptable because of the timeliness and effectiveness of the work performed by health workers.

5.6. Effect of Health Promotion of the Ministry of Health through the Health Centre Tajuncu performance Soppeng is positive and significant with a regression coefficient of 0.200.

The participation of all elements to improve health services shows good synergy and complement each other; the community as an educated target has provided adequate support for health workers to affect their performance, which in turn has an impact on health services. Quality is given.

5.7. Influence Services Medical toward health care through the health centre performance Tajuncu Soppeng is positive and significant with a regression coefficient of 0.137.

Incentives for medical services as an essential hope for a doctor and health worker as a profession that upholds professionalism at work. The level of service they provide will depend on how they get attention seen from the vision of medical services. It is not impossible if it is not. Accordingly, it will have an impact on its performance.

6. Conclusion

Based on the research findings, we can conclude that health service is the desire to be desired by anyone for support so that the quality of life and health can be better and comfortable. But to get good health care is strongly influenced by the level of health promotion, medical services, and health workers' performance. In this study, the level of health promotion can improve the understanding and the carrying capacity of society. People's version of disease prevention may be significantly less impacting the higher rate of visits to the health center during this time. Medical service and variables that determine the health care and medical services provided can affect the performance and quality of health services to be better seen from the improvement of public health. The diagnosis and the right treatment is done, preventing disability and rehabilitation the good one. On the indirect effect, performance becomes a fair mediator for promoting health and services to health services. This study's results contribute to how health promotion can improve good health services through maximum performance support from doctors and other health workers, and medical services. It plays an essential role in improving health services to the community if they get the appropriate medical incentives.

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