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Factors Influencing Community Decisions in Choosing Community Health Centers for Promotive and Preventive Health Services: Literature Review

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Abstract

Introduction: Minister of Health Regulation Number 43 of 2019 stated that Community Health Centers (Puskesmas) were health service facilities that provided community health efforts (UKM) and individual health efforts (UKP) at the first level, prioritizing promotive and preventive efforts in their working areas. The reason for composing this article was crucial, as Community Health Centers, as both general health services and providers of promotive and preventive services, were expected to attract public interest.

Objective: Analyzed factors influencing community choices of health centers for promotive and preventive services.

Method: A qualitative research study was conducted, employing a literature review via electronic databases, particularly utilizing Scopus journal sources. Keywords like "Primary health care," "consumer attraction," and "decision to visit the health center" guided the search, Inclusion criteria set for articles published in English, freely accessible, and between 2019 and 2023.

Result: Based on the literature search process through electronic databases, 7 articles were obtained. The selected articles met the predetermined criteria. These articles were related to the use of price transparency tools, community satisfaction and dissatisfaction, the Health Extension Program, the crucial role of good healthcare services, as well as the influence of income and grants.

Conclusion: Factors influencing the community's choice of Community Health Centers as a health service included offering lower service costs through insurance or BPJS Kesehatan, the presence of the Health Extension Program (HEP), patient satisfaction with services, gender factors, income, access to grants, and contact with health education.

Key words: Community Health Center; Preventive; Promotive

INTRODUCTION

In many countries, especially in developing countries, Community Health Centers (Puskesmas) play an important role in the health care system. Regulation of the Minister of Health Number 43 of 2019 stipulates that health centers are health service facilities that carry out first-level public health efforts (SMEs) and individual health efforts (UKP) by prioritizing promotive and preventive efforts in their work areas. The World Health Organization (WHO) first established the idea of Puskesmas in 1978 as part of a public health care approach with a focus on prevention and promotion.

The Alma-Ata Declaration of 1978 has affirmed that the main approach to achieving the goal of "Health for All" is Primary Health Care (1). Through the Puskesmas approach, major health problems in the community can be overcome by providing essential health services. Implementation of the PHC approach (*Public Health Center*) is highly dependent on health workers, including public health workers (CHWs). These public health workers include different types of public health aides chosen by members of a community or organization to provide basic health services to their residents. Therefore, CHW is a very important health resource with the potential to provide significant benefits in improving the level of health services. Health services in Indonesia are generally considered good; However, there are some areas where its utilization is still hampered. This is shown by the number of visits to health centers spread throughout Indonesia, which is estimated to reach 32.14% of the total Indonesian population (2)

The health center itself is responsible for providing basic health services to the community at the first level. One of the main goals of health centers is to improve the health status of the community in their area. This includes preventing disease, promoting health, providing basic care, monitoring health, and educating the public. Puskesmas can be better used by the community as a health service by providing various preventive measures and reducing health risks. Therefore, health centers must encourage all stakeholders to commit to preventing and reducing health risks faced by individuals, families, and communities (3).

To ensure universal access to high-quality health services, the selection of health centers by the community is very important. Puskesmas are first-level health care facilities responsible for providing affordable and equitable health services to all levels of society, especially those living in rural or low-income areas. The community can choose the health center as a health service facility to get promotional and preventive services that prevent the emergence of diseases and support efforts to improve the quality of life and welfare. Puskesmas care is the spearhead of health services for the community because it offers first aid at affordable prices to the community (4).

In addition, when people choose health centers, this encourages the establishment of a good relationship between health service providers and patients. By establishing a good connection with the health center, individuals can receive more personalized health services tailored to their own health needs. In addition, this opens up opportunities for cooperation between health workers and the community in efforts to prevent diseases and handle more serious health conditions. Not only that, Puskesmas continues to strive to provide more quality and affordable services to achieve the expected and desired degree of health, regardless of socio-economic conditions and community aspirations (5). Therefore, the Health Center also continues to promote promotive and preventive services to the community.

The marketing of preventive and promotional services at the Health Center is an effort by the Health Center to inform and encourage the community to be more active in maintaining health and preventing diseases. This is important to ensure that the public is aware of the importance of maintaining health and disease prevention. These efforts can help increase community participation in health programs at health centers, resulting in healthier communities. The marketing of preventive and promotive programs in health centers is very important to increase public awareness of the importance of preventive and promotive health programs. Health centers can effectively promote their services to the community by using the right marketing strategies. One effective strategy is to conduct health campaigns in the local community and involve the community in prevention programs such as vaccination, early detection of disease, and health education.

In promoting health center services, health centers must also consider affordability and openness. This includes paying attention to the specific needs of vulnerable groups and ensuring that preventive and promotional services are available to all levels of society at an affordable cost. In addition, health centers can increase the disclosure of information about their services through health seminars, social media, and brochures, so that people can easily access information and make informed health decisions. Finally, marketing preventive and promotional services in health centers can be successful by collaborating with related parties such as government agencies, non-governmental organizations, and the private sector. Puskesmas can work together to increase the reach and

effectiveness of health campaigns and expand public access to these services. Synergies between various parties can also help determine the needs of the wider community and create better health programs.

METHOD

It is a type of qualitative research that produces analysis in the form of an overview or description. This method of compiling articles uses literature review by accessing articles through searches in electronic databases. In the context of searching for articles, a circular style is used with journal sources from Scopus. Article search was carried out by identifying article titles by applying the keywords "primary health care", "consumer attraction", and "decision to visit the health center". The authors then set up inclusion criteria that included articles such as free full text, articles written in English, and articles published between 2019 and 2023.

RESULT

Based on the literature search process through the electronic database, 7 articles were obtained in accordance with the criteria that had been determined. The following is a summary of the articles.

Table 1. Summary Results of Articles That Have Been Obtained

Author's Name, Year	Research Title	Research Methods	Sample/Population	Research Results
Angela Zhanga, Khic-Houy Pranga, Nancy Devlina, Anthony Scott, Margaret Kelaher (2020)	The Impact of Price Transparency on Consumers and Providers: A Scoping Review	Literature review	Publication articles, research journals	The increasing level of healthcare spending and price variations in the healthcare market have encouraged the interest of governments and insurers in price transparency tools. For consumers (patients), price transparency results in cost savings because consumers choose lower service costs (puskesmas) over hospitals or even doctor's clinics.
Valentyna Anufriyeva, Milena Pavlova, Tetiana Chernysh (Stepurko). Wim Groot a	Satisfaction with Primary Health Care in Ukraine in 2016–2020: A Difference-in-Differences Analysis on Repeated Cross-Sectional Data	Cross Sectional	Data from the annual household survey 'Ukrainian Health Index'. Have a large sample size (more than 10,000 participants per round of surveys)	This study provides new insights into public satisfaction or public reasons for choosing primary health services and the impact of the first phase of health service financing reform on satisfaction with primary health services in Ukraine. Some of the reasons why people prefer or are satisfied with health center services are low expectations for primary health services, subjective perceptions of the quality of health services, and more transparent payment policies.
Ajibola A. Isholaa, Kolawole Lateef Kazeem	How Consultation-Relational Empathy and Demographics Influence Satisfaction with Primary Antenatal	Cross sectional	582 pregnant women in four Nigerian health centers	Low patient satisfaction with antenatal health services due to hostile attitudes from health workers has implications for the delivery and acceptance of services offered to eradicate

	Health Evidence Rural Nigeria	Care: From			maternal mortality globally. Therefore, regular training and retraining of healthcare workers in frequent contact and interaction with patients will go a long way in reducing undesirable work attitudes and maternal mortality rates in rural ANC centres globally. Thus, the causal factor for pregnant women who do ANC at the health center is their satisfaction with the services of health workers.
Yibeltal Assefa, Yalemzewod Assefa, Gelaw, Peter S. Hill, Belaynew Wassie Taye, and Wim Van Damme (2019)	Community Health Extension Program of Ethiopia, 2003–2018: Successes and Challenges Toward Universal Coverage for Primary Healthcare Services		Systematic review	Scientific articles on PubMed database, embase, and google scholar	The HEP (Health Extension Program) community has enabled Ethiopia to achieve significant improvements in maternal and child health, infectious diseases, hygiene and sanitation, health knowledge and search. The success of HEP is very large depending on the readiness and availability of services in the health sector of posts that need to be managed, equipped, and have adequate supplies and functional utilities. Likewise with the Public Health Center. With the implementation of HEP in this health center, it will encourage the Ethiopian people to know about health services at the health center and encourage people to visit the health center.
Faiza Manzoor, Longbao Wei, Abid Hussain, Muhammad Asif and Syed Irshad Ali Shah (2019)	Patient Satisfaction with Health Care Services; An Application of Physician's Behavior as a Moderator		Cross sectional design using questionnaires	OPD patients from three community hospitals in Pakistan.	It is concluded that better and best healthcare services play an important role in patient satisfaction. Public health centers and hospitals need to improve their facilities and provide better services in developing countries. The need for doctors who are polite, empathetic, and caring for their patients. They must behave politely to patients so that patients will decide to return to health care when they are sick (health center or hospital)
David Mhlanga and Adewale Hassan	An Investigation of the Factors		The study used a multinomial logit	The data for this study were collected from	More households in South Africa prefer public health

(2022)	Influencing the Choice of Healthcare Facility in South Africa	the model to assess the determinants of the choice of health facilities by households in South Africa.	the 2018 General Household Survey (GHS) dataset from the South African Bureau of Statistics.	facilities (such as health centers) over other health facilities. Gender, income, and access to grants are significant in influencing a household's likelihood of choosing public health facilities, while age, income, grants, salary/wages/commissions, and pensions have a significant influence on the choice of private health institutions. Therefore, due to the large percentage of households that use government health facilities compared to private and traditional. So the government should invest more in public health facilities in South Africa.
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Kazeem Aboaba, Adesina Tohib, Obalola, Abisola Aisha Oyindamola, Oladele, and Olanrewaju Yussuf (2023)	Oriyomi Akeem Akamo, Oyeyode Omolola Bankole, Gazal	Factors Influencing Choice of Healthcare Facilities Utilisation by Rural Households in Ogun State, Nigeria	Multistage sampling procedure Data was collected using structured questionnaires and descriptively analyzed techniques and multivariate probit (MVP) models.	240 rural households 1440 people	The findings show that rural household income, contact with public health counseling workers, awareness of public health facilities, and good quality of service improve the better use of public health facilities. On the contrary, the high cost of medicines, distance to health facilities, travel costs and difficult terrain of health facilities reduce the use of better health facilities.
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DISCUSSION

Health facilities are one of the important needs for the community. The use of health facilities is related to visits to officially recognized health services when a person experiences health problems (6). In developing countries, the healthcare system consists of public and private health facilities. Understanding how people seek health services and choose health facilities is a crucial aspect in providing health services that suit the needs of the community. Meanwhile, medical data remains the primary information describing disease patterns in the community, and community-based studies reflect better preferences in the search for health care.

According to the World Health Organization (WHO), many individuals are plunged into extreme poverty due to the heavy financial burden of health costs they face while trying to access medical services. In consideration of the importance of health services and their significance in accessing them, WHO continuously encourages countries to achieve the goal of Universal Health Coverage (UHC). Therefore, the Puskesmas as a public health service as well as a provider of promotive and preventive services must be able to attract the public to visit the Puskesmas. The following are some of the factors that cause people to decide to choose Puskesmas as one of the health services.

Puskesmas offer lower service fees through insurance or BPJS Kesehatan

Price transparency provides an advantage in terms of cost savings for buyers (patients), as they can opt for services at a more affordable cost (7). Increased healthcare spending and price variations in the healthcare market have sparked interest from governments and insurers to adopt price transparency tools that aim to assist consumers

in shopping for services and reduce overall healthcare spending. However, it is not yet clear whether the goal of price transparency has been achieved.

Price transparency tools have turned out to have a limited impact on consumers overall, due to low adoption rates and diverse effects on providers. Patients who are price-conscious choose services at a lower cost, which results in cost savings and contributes to health insurance cost savings. However, these savings do not mean a reduction in overall healthcare spending. The disclosure of the list price does not have a significant influence, but the disclosure of the negotiated price has an impact on competition on the supply side, which in turn lowers the price of the services available for purchase.

The existence of HEP (Health Extension Program)

Several achievements achieved by HEP have been identified. In the first five years of its implementation, this program has achieved significant achievements in various fields, such as family planning, immunization, prenatal care (ANC), malaria control, tuberculosis (TB), HIV, and community satisfaction. There is an increase in the use of health services, an increase in public knowledge and the search for treatment, an increase in the construction and utilization of latrine facilities, an increase in disease outbreak reporting, and a high level of community satisfaction. With the implementation of HEP in this health center, it will encourage the Ethiopian people to know about health services at the health center and encourage people to visit the health center (1).

There is patient satisfaction with the services provided

Patients recognize important elements in a health service, such as the assessment and implementation of health services. In addition, meeting patient needs and implementing medical service standards well is essential to achieve high meaning. In the context of health services, patient satisfaction is usually used as a measure to assess the quality of services provided when patients are satisfied with the health services they receive, then patients will decide to visit health services again when they are sick, either to the health center or hospital. Health services and patient satisfaction have a positive and significant relationship with each other (8). In addition, patient satisfaction can also be obtained with an empathetic attitude from health workers. Empathy is known as a central part of all interpersonal interactions and is an integral element in the concept of care satisfaction. Empathy has been found to strengthen the interaction between healthcare professionals and hospital patients and to improve patient and practitioner satisfaction (9).

Gender, income, and access to grants

Gender has an important impact on household preferences regarding public health facilities. Women are more likely to choose public health care institutions such as health centers, public clinics and public hospitals when they are sick (10). In addition, household net income every month has a considerable positive impact on the tendency of households to choose community health centers compared to private health centers and traditional health centers. Rising incomes are pushing households to seek more health care from private institutions, which are generally associated with high-quality health care.

Households that receive grants as a source of income generally have low income levels, which will likely influence their decisions about which healthcare institution they will choose when they need health care. They will prefer public health services such as health centers to private health services. Income variables through salary, wages, or commissions have a significant negative impact on households' decisions to choose private healthcare institutions.

Contact factors with public health counseling

The findings show that rural household income, contact with public health counseling workers, awareness of public health facilities, and good quality of service improve the better use of public health facilities. On the contrary, the high cost of medicines, distance to health facilities, travel costs and difficult terrain of health facilities reduce the use of better health facilities. Other research revealed that in particular, an analysis of the factors influencing the improvement of patient satisfaction in Ukraine and the reasons for the diverse outcomes of paediatric services is needed to provide policymakers and primary healthcare providers with evidence that can be used for further quality improvement (11).

CONCLUSION

In consideration of the importance of health services and their significance in access to them, WHO is continuously encouraging countries to achieve the goal of universal health coverage (Universal Health Coverage, UHC). Therefore, the Puskesmas as a public health service as well as a provider of promotive and preventive services must be able to attract the public to visit the Puskesmas. Several factors that cause people to decide to choose

Puskesmas as one of the health services are the first is that the puskesmas offer lower service costs through insurance or BPJS Kesehatan. Patients who are price-conscious choose services at a lower cost, which results in cost savings and contributes to health insurance cost savings. Second, the presence of HEP (Health Extension Program). With the implementation of HEP in this health center, it will encourage the Ethiopian people to know about health services at the health center and encourage the public to visit the third health center, there is patient satisfaction with the service. Health services and patient satisfaction have a positive and significant relationship with each other (8). Fourth, gender, income, and access to grants. Fifth, the contact factor with health counseling.

SUGGESTION

Several suggestions can be considered to increase the number of patients who choose health centers as the main choice for health services. First and foremost, lowering costs or even providing services for free to underprivileged groups will encourage more people to choose health centers as an economical health care option. Second, the procurement of modern medical facilities and equipment, as well as increased training and education for medical and non-medical staff. Health centers can build public trust and become the preferred healthcare option by providing high-quality medical services. Finally, health center services must be more communicated and promoted. An effective marketing campaign can increase public awareness of the function of health centers as complete and inexpensive health service providers.

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