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**PSYCHOLOGICAL FACTOR ANALYSIS OF HEALTH SERVICE
 SELECTION DECISIONS IN OUTPATIENTS INSTALLATION
 BHAYANGKARA BANJARMASIN HOSPITAL**

Kristina Dewi¹⁾, Sri Hartini²⁾

¹⁾Department of Health Policy Administration, Faculty of Public Health, Airlangga University, Surabaya, Indonesia

²⁾Department of Management, Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia

ABSTRACT

Background: Bhayangkara Hospital is a hospital within the National Police that organizes police medical service activities to support the operational tasks of the Police and police health services, data on outpatient visits of POLRI civil servants to Bhayangkara Tk III Hospital Banjarmasin in 2019 amounted to 5.21% and decreased to 4.18% in 2020. The main factors that influence consumers make decisions include psychological factors. **Purpose:** The purpose of this study was to analyse psychological factors related to the selection of outpatient health services at Bhayangkara Tk III Hospital Banjarmasin. **Methods:** This research is an analytical observational study with a cross-sectional design. The population of this study was outpatient civil servants at the National Police, the sample size of this study was 100 respondents, using simple random sampling technique. The data were collected by using a questionnaire, the data analysis used was descriptive and multiple linear regression. **Results:** The results of this study indicate that perceptions ($p = 0.000$) and attitudes ($p = 0.001$) partially significantly influence the decision to choose outpatient health services at Bhayangkara Tk III Hospital Banjarmasin, while motivation and learning variables have no effect. Figure R Square 0.386, shows 38.6% of the decision to choose outpatient health services is influenced by psychological factors which include motivation, perception, learning and attitudes. The perception factor is the dominant factor influencing the decision to choose outpatient health services **Conclusion:** Psychological factors of patient have an influence on the decision to choose outpatient health services at Bhayangkara Tk III Hospital Banjarmasin

Keywords: Decision to choose, health services, psychological factors

Correspondence: Kristina Dewi, Department of Health Policy Administration, Faculty of Public Health, Airlangga University, Surabaya, Indonesia; e-mail: kristina.dewi-2020@fkm.unair.ac.id

INTRODUCTION

Hospitals as one of the health facilities that provide health services to the community have a very strategic role in accelerating the improvement of public health status. Hospitals are required to provide quality services in accordance with established standards and can reach all levels of society.¹ Competition between hospitals is currently getting tougher, both government and private hospitals. The purpose of hospital management is to produce service products or health services that really touch the needs and expectations of patients from various aspects, regarding the quality (medical and non-medical), types of services, fast service procedures.²

Bhayangkara Tk III Hospital Banjarmasin is a class C hospital, which provides health services to members of the POLRI/PNS POLRI along with their families and the general public. Services at Rumkit Bhayangkara Tk III Banjarmasin include Emergency Room (ER), inpatient care, maternity services, central surgery, Intensive Care Unit (ICU), special isolation rooms, clinical pathology laboratory, virology laboratory, radiology, Extracorporeal Shock Wave Lithotripsy (ESWL), Hemodialysis, other supporting services and outpatient installations include 12 (twelve) specialist services.

The vision of Bhayangkara Tk III Hospital in Banjarmasin is to become the first

choice hospital that is trusted by the community as well as a referral facility for Civil Servants at the Indonesian National Police throughout Kalimantan, but the achievement of visits has not been optimized because of the data on outpatient visits by POLRI civil servants to Bhayangkara Tk III Hospital Banjarmasin in 2019 was 5.21% and decreased to 4.18% in 2020, calculated from the total patient visits.

Bhayangkara Hospital is a hospital within the POLRI environment which organizes police medical service activities to support the operational duties of the POLRI and police health services for Civil Servants at the POLRI and their families as well as the general public in an excellent manner.³

The selection of hospital services is a behaviour that arises from the patient himself because of the response to the service provider, so that there is a desire to visit a place that is satisfied by the patient. One of the things related to the patient's desire to choose services at the hospital is complete facilities and the availability of other supporting facilities that can provide satisfaction to the expectations felt by the patient.⁴

The main factors that influence consumers make decisions include 4 factors, namely: cultural factors (culture, subculture, and social class), social factors (reference group, family, role and status), personal factors (age and life cycle stage, work, economic situation, lifestyle, personality and self-concept), and psychological factors (motivation, perception, learning, beliefs and attitudes).⁵ Ditasari (2019) stated that patient characteristics also influence consumer decisions in choosing health services.⁶

Research on factors related to the selection of outpatient health services for civil servants at the Indonesian National Police at Bhayangkara Tk III Hospital Banjarmasin needs to be carried out to evaluate services. The variables that will be studied in this study are limited to patient characteristics, motivational variables, perceptions, learning and attitudes.

Psychological factors were chosen because purchasing decisions or choosing health services are often choices based on their goals, perceived experiences, and psychological factors are factors that directly influence the decision making process to buy health services.⁷

MATERIALS AND RESEARCH METHODS

This research is an observational analytic study with a cross sectional design. This research was conducted at Bhayangkara Tk III Hospital, Banjarmasin. Data collection time is December 2021. The population in this study was civil servants at the Indonesian National Police who visited the Outpatient Installation of Bhayangkara Tk III Hospital Banjarmasin. This research has been approved by the Health Research Ethics Committee (KEPK) Bhayangkara Tk III Hospital Banjarmasin Number 24/XII/KEPK/2021/Rumkit.

Determination of the sample size using the Lemeshow formula ⁸:

$$n = \frac{Z\alpha^2 \times P \times Q}{L^2}$$

Note :

- n = minimum number of samples
- Z α = standard value of distribution. $\alpha = 5\% = 1,96$
- P = prevalence of outcome, assumption 50%
- Q = 1 – P
- L = level of accuracy 10%

Based on formula :

$$n = \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2} = 96,04$$

The sample size was found to be 96.04 and rounded up to 100 respondents who were determined, using a simple random sampling technique, where the sample was civil servant patients at the Indonesian National Police who were receiving treatment at the time of this study. The criteria for the characteristics of the respondents in this study were civil servants at the POLRI consisting of members of the Indonesian National Police (POLRI) and PNS (Civil Civil Servants) POLRI⁹. Characteristics of respondents are categorized based on age, gender, last education, type of work, distance from home, rank or class of space.

Research variables include independent variables consisting of motivation, perception, learning and attitudes. The dependent variable is the decision to choose health services. This study uses a questionnaire instrument used by Sciffman & Kanuk (2010), and Aeni & Suwiry (2015)^{10,11}, researchers then develop and adapt to this research. The instrument consists of 19 items, including the motivation dimension of 3 items indicators are needed, motivators and stimuli. Perception indicators of 4 items are physical appearance, friendliness of hospital staff, waiting room facilities and ease of registration. There are 6 learning indicators,

including: information obtained from friends' experiences, self-experience, information obtained from sellers, information obtained from the media, consumers has knowledge of the product. Attitude indicator with 6 items, namely the best product, famous product, desired product, preferred product, and reliable product, positive attitude. The health service selection decision variables consist of problem recognition, information seeking, alternative assessment, purchasing decisions, and post-purchase behaviour.

The instrument of motivation, perception, learning, attitudes and decisions about choosing health services consists of five scale options, namely STS (Disagree strongly), TS (Disagree), N (Neutral), S (Agree), and SS (Agree strongly). All statement items are favorable items, then the scoring for STS (Disagree strongly) is 1, a score for TS (Disagree) 2, a score for Neutral (N) 3, a score for S (Agree) 4, and a score for SS (Agree strongly) 5. Descriptive analysis was carried out between respondent characteristics and health service selection decisions, categorized in the rating scale model scale very low (mean < 1.8), low (mean 1.81 - 2.60), moderately high (mean < 1.8). 2.61 - 3.40), high (mean 3.41 - 4.2) and very high (mean 4.21 - 5.00).¹²

Construct validity in this study using the help of the Statistical Program for Social Science (SPSS) for Windows version 20. As the criteria for selecting items, in this study, the researchers used a minimum limit of $r > 0.30$. The results of the validity test of this research instrument amounted to 19 items with r value > 0.30 so that all research items were declared valid.¹² The reliability of the construct in this study was tested using the Cronbach Alfa coefficient. The results of the calculation of the reliability test of the psychological factor instrument in the study with a Cronbach Alfa coefficient of 0.884 which is included in the high category ($\alpha > 0.70$), so the instrument of this study declared reliable and suitable for use with a high degree of reliability.

The data processing of respondents' answers from the questionnaire was carried out using SPSS version 20. Data analysis used descriptive analysis (respondent characteristics, cross tabulation) and multiple linear regression for the independent variables, namely, motivation, attitude, perception and learning variables, the dependent variable on selection decisions. The data that have been obtained through the results of the analysis are then presented in the form of tables and narratives.

RESULTS

Table 1 shows that the male gender is the largest respondent in this study, based on the age of the most respondents in the age category > 40 years by 62%. Based on education, the majority of respondents have a college graduate education background. The most respondents were with the rank of non-commissioned officer or Group II, namely 56%. The distance between respondents and the Bhayangkara Tk III Hospital in Banjarmasin is the most from within the city, namely 83%.

Table 1. Distribution of Respondents Characteristics

Variable	Category	n	%
Age	< 40 Years	38	38
	≥ 40 Years	62	62
Gender	Woman	44	44
	Man	56	56
Education	Low	6	6
	High	94	94
Profession	POLRI	42	42
	POLRI Civil servant	58	58
Distance	In the city	83	83
	Out of town	17	17
Rank / Group	Enlisted (Goal I)	2	2
	NCO (Goal. II)	56	56
	First Officer (Goal. III)	33	33
	Intermediate Officer (Gol IV AB)	9	9
	High Officer (Gol. IV C and above)	0	0

Source: Primary Data, 2021

The results of the cross tabulation in Table 2 state that the variable age > 40 years indicates a higher decision to choose outpatient health services compared to age < 40 years, which is 49%, with male sex being 42% more. Respondents with higher education levels tend to choose high outpatient services by 70%.

The work variable of POLRI civil servants is more on the selection of outpatient health services than POLRI officers by 44%. Respondents with distances within the city have a high decision of choosing outpatient health services at 62%, while respondents outside the city of Banjarmasin have a high decision of 13%.

Respondents who have the rank of non-commissioned officer and civil servant class II, who have the decision to choose outpatient services at Bhayangkara Tk III Hospital

Banjarmasin are 37%, and those who have the rank of first officer or civil servant class III A/B are 29%.

Table 2. Cross tabulation of independent variables with service decision to choose outpatient health Bhayangkara Tk III Hospital Banjarmasin

Variable	Category	Decision to choose of outpatient health services at Bhayangkara Tk III Hospital Banjarmasin					
		Low		High		Very high	
		N	%	n	%	n	%
Age	< 40 Years	7	7	26	26	5	5
	≥40 Years	7	7	49	49	6	6
Gender	Man	10	10	42	42	4	4
	Woman	4	4	33	33	7	7
Education	Low	1	1	5	5	0	0
	High	13	13	70	70	11	11
Profession	POLRI	5	5	31	31	6	6
	POLRI Civil servant	9	9	44	44	5	5
Distance	In the city	10	10	62	62	11	11
	Out of town	4	4	13	13	0	0
Rank / Group	Enlisted (Goal I)	0	0	2	2	0	0
	NCO (Goal. II)	10	10	37	37	9	9
	First Officer (Goal. III)	3	3	29	29	1	1
	Intermediate Officer (Gol IV AB)	1	1	7	7	1	1
	High Officer (Gol. IV C and above)	0	0	0	0	0	0

Source: Primary Data, 2021

Table 3. Multiple Linear Regression Test Results

Variable	Coefficient R	F Uji test		t test		Information
		F	Sig.	T	Sig.	
Decision to choose	0.386	10,643	0.000	2,155	0.034	
Motivation				1,108	0.914	Not significant
Perception				4,728	0.000	Significant
Learning				1,274	0.206	Not significant
Attitude				3,305	0.001	Significant

Source: Primary Data, 2021

Table 3 shows the R² correlation coefficient test value of 0.386 or 38.6%. This means that 38.6% of the variation in the decision to choose outpatient health services can be explained by variations in motivational variables (X1), perceptions (X2) of learning (X3), and consumer attitudes (X4). While the remaining 61.4% is explained by other variables outside the model.

The F test is used to see the significance of the effect between the independent variables on the dependent variable. The F test was carried out by comparing the F_{count} value with the F_{table} value at a significance level of 0.05. Based on the results of multiple linear regression calculations presented in table 3, it appears that the value of F_{count} is greater than

the value of F_{table} ($10.643 > 2.70$). means that the variables of motivation (X1), perception (X2) learning (X3), consumer attitudes (X4) together have an influence on the decision to choose outpatient health services (Y).

The results of the multiple linear regression calculation in the table above can be seen that partially the motivational variable does not affect the decision to choose health services because the value of t_{count} ($1,108$) $< t_{table}$ ($1,984$) and a significance value of 0.914 ($p > 0.05$).

Perception has a value of t_{count} (4.728) $> t_{table}$ (1.984), and a significance value of 0.000 ($p \leq 0.05$). This means that this variable has a significant effect on the decision to choose health services. Perception factor is the dominant factor that influences the decision to choose outpatient health services. It is proven that the perception factor has the highest beta coefficient compared to other factors, which is 0.448 .

In the consumer learning variable t_{count} ($1,274$) $< t_{table}$ ($1,984$), and a significance value of 0.206 ($p > 0.05$), it means that the respondent's learning variable has no influence on the decision to choose outpatient health services.

On the consumer attitude variable t_{count} (3.305) $> t_{table}$ (1.984) and a significance value of 0.001 ($p \leq 0.05$), this means that the respondent's attitude variable has a partially significant influence on the decision to choose outpatient health services.

DISCUSSIONS

Patient Characteristics

Factors that influence the decision to choose a place for health services in hospitals include patient characteristics (age, education, occupation, distance to service)⁶. The results showed that most of the patients had a high level of education and most of the respondent patients are 58 POLRI civil servants (58%) and 42 POLRI members (42%).

The results of this study most of the respondents live in the city of Banjarmasin. The distance factor is an important factor in patients using health service facilities. Ditasari, et al. (2019) concluded that the closer the location of health services, the higher the utilization of health services.⁶

The rank level describes the level and position of all members in the police structure. Ranks are sometimes associated with psychological conditions in managing work.¹⁴ The results of this study were respondents with the rank of Brigadier more in the decision to choose outpatient health services, namely 37%, and the rank of First Officer by 29%.

Patient Psychology

Motivation

Motivation is a driving force in a person that forces him to act.¹⁰ The motivational component in this study in purchasing decisions has several indicators, namely needs, motivators and stimuli.¹³

The results of the study show that the motivation variable has no effect on the decision to choose health services ($p > 0.05$), these results are not in

accordance with the theory presented by Schiffman & Wisenblit (2015) that the main factors that influence consumers to make decisions are one of them motivational aspect. Maslow's theory states that a person is controlled by a need at a time. Human needs are arranged according to a hierarchy, from the most urgency to the least urgent (psychological, security, social, esteem, self-actualization needs). When the more urgent need has been satisfied, that need ceases to be a motivator, and the person will then try to satisfy the next most important need.¹³ Patient motivation at Bhayangkara Tk III Hospital Banjarmasin towards health services in this study has not become an urgent need, the results of the study also does not match presearch conducted previously by RR. Nurmala Safitri, regarding the factors related to the intention to choose inpatient services at the Bogor Medical Center Hospital, which stated that there was a relationship between motivational factors and the intention to choose inpatient services at the Bogor Medical Center Hospital.⁴

Perception

Perception is a process that makes a person choose, organize and interpret the received stimuli into a meaningful and complete picture of his world. One way to determine consumer behaviour is to analyse consumer perceptions of the product. With consumer perception, we can find out what are the strengths, weaknesses, opportunities or threats for our products. Products that are perceived well by consumers make these products have value.^{14,15}

Patients as consumers are often ignored or paid less attention by hospital service providers. From the patient's perspective, many complaints are submitted and patient rights are not paying attention to regarding slow registration services, unfriendly staff and unsupportive facilities and infrastructure.¹²

Perception components assessed in this study were physical appearance, friendliness of staff, waiting room facilities and ease of registration at this hospital. The results of this study indicate that respondents' perceptions have a value of t_{count} (4.728) $> t_{table}$ (1.984) meaning that this variable has a significant effect on the decisions of civil servants at the Indonesian National Police in the selection of outpatient health services at Bhayangkara Tk III Hospital Banjarmasin. The results of this study are significant due to the lack of physical appearance of the hospital such as limited parking space, less friendly staff, waiting room facilities and the ease of hospital registration that is not optimal.

The perception factor is the dominant factor influencing the decision to choose outpatient health services. It is proven that the perception factor has the highest beta coefficient compared to other factors, which is 0.448 . This can be used as input for service evaluation physical appearance of the facilities, friendliness of the staff, waiting room facilities and easy registration of outpatient services at Bhayangkara Tk III Hospital Banjarmasin.

The ease of registration for outpatient services at Bhayangkara Hospital Tk III Banjarmasin is quite

good with the siBhimo application to facilitate patient registration, but in its implementation it is still not used optimally, with the low response of respondents regarding the ease of registration.

Based on the results of this study using multiple linear regression calculations that the variables of motivation, perception, learning, and consumer attitudes together have an influence on the decisions of civil servants at the Indonesian National Police in terms of choosing outpatient health services at Bhayangkara Tk III Hospital Banjarmasin.

Learning

Schiffman and Kanuk (2010) argue that learning is a process, which means it is constantly evolving and changing due to newly acquired knowledge (which may be obtained from reading, from discussion, from observation, and from thought processes). Learning encourages changes in our behaviour that arise from experience.¹⁰

Learning is a process by which individuals acquire purchasing and consumption knowledge and experiences. If patients get or know negative experiences while getting services at this hospital, these patients will tend to blame the existing products or services. This will certainly affect the behaviour of the next patient, including in choosing outpatient services if one day he needs outpatient services again.

The results of this study found that only a small proportion of patients at Bhayangkara Tk III Hospital Banjarmasin received and or knew negative learning while receiving services at Bhayangkara Tk III Hospital Banjarmasin, namely 15 people (15%), while 85 patients considered that they had never experienced or know of negative learning. Respondents with a high level of learning tend to choose high outpatient services by 45%.

Consumer learning variable obtained coefficient $t_{\text{count}} (1,274) < t_{\text{table}} (1,984)$, and a significance value of 0.206 ($p > 0.05$), it means that the respondent's learning variable does not have a significant influence on the decision to choose outpatient health services at Bhayangkara Tk III Hospital Banjarmasin. The results of this study are in accordance with research conducted by Aeni & Suwiryo (2015) that there is no significant relationship between learning factors and the decision to choose inpatient services at Pertamina Hospital Cirebon (p value $0.644 > 0.05$).¹¹

Consumers who are moved by their needs will be encouraged to seek more information, the learning components measured in this study include information obtained from the experience of friends, self-experience, information obtained from sellers, information obtained from the media, and consumers have knowledge about the product.¹³

The results of this attitude variable research are probably due to the lack of effort at Bhayangkara Tk III Hospital Banjarmasin in communicating and providing information to consumers. However, this can also be caused because the hospital is a social institution that has limitations in making information efforts through the media.

Attitude

Psychological factors studied in this study that influence consumers to make decisions include attitudes.⁵ Khalida, et al (2016) stated that attitude is a process of organizing, motivation, emotion, perception, and cognitive that is long-term and related to aspects of the surrounding environment.¹⁶ A good attitude is one of the factors that influence patients in utilizing health services so that patients feel more comfortable, communicative, and can trust each other. This strongly supports patient satisfaction and is likely to continue to use hospital services.⁶

Attitude is an expression of feelings that reflects whether a person is happy or unhappy, likes or dislikes, and agrees or disagrees with the object.¹⁰ This study uses the attitude indicators proposed by Schiffman & Kanuk (2010): a. the product purchased is the best product; b. the product purchased is a well-known product; c. the product purchased is the desired product; d. The product purchased is the preferred product; e. The product purchased is a reliable product.

On the consumer attitude variable $t_{\text{count}} (3.305) > t_{\text{table}} (1.984)$ and a significance value of 0.001 ($p \leq 0.05$), This means that the respondent's attitude variable has a partially significant influence on the decision to choose outpatient health services. This research is in line with the theory presented by Schiffman & Wisenbilit (2015) and the research conducted Barmo, et al. (2013) in the working area of the Antang Health Center Makassar City, which stated that there was a significant relationship between attitudes and decisions to use health services in the Antang Public Health Center work area Makassar City.¹⁷

The results of this study can then be used as a reference in designing service products, using communication strategies for promotion, or various other marketing activities in this hospital according to consumer interests based on the characteristics of consumer attitudes.

Decision to choose / Purchasing decision

The purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviours and choose one of them.¹⁰ Marketers must understand the factors that cause consumers' feelings of risk and provide information and support to reduce the perceived risk.¹³

Consumers when buying products, in general, consumers follow the process of retrieval of information, evaluation of alternatives, purchases, and post-purchase behaviour.¹³ The results of this study use multiple linear regression calculations that the variable. Based on the calculation of the coefficient of determination R^2 , it is known that the adjusted r value is 0.386, this indicates that the motivation, perception, learning and attitude variables as a whole have a significant influence of 38.6% on the decision to choose health services at the Outpatient Installation of Bhayangkara Tk III Hospital Banjarmasin. This study shows that the patient's decision process is influenced by four psychological factors together by 38.6%, in line with the opinion of Supriyanto & Ernawati (2010) that psychological factors have a direct influence on

purchasing decisions for health services. Patients who come to the Outpatient Installation of Bhayangkara Tk III Hospital Banjarmasin following the process of information retrieval, evaluation of alternatives, purchasing, and post-purchase behaviour in making selection decisions. These results can be used to improve services both in terms of product marketing information, post-service marketing so that patients have an attachment to Bhayangkara Tk III Hospital Banjarmasin.

Research on factors related to the selection of outpatient health services for civil servants at the Indonesian National Police at Bhayangkara Tk III Hospital Banjarmasin needs to be carried out to evaluate services. The variables that will be studied in this study are the patient's psychological factors which include motivation, perception, learning, and attitudes. This study concludes, that the patient's psychological factors, namely perceptions and attitudes, have an influence on the decision to choose outpatient health services at Bhayangkara Tk III Hospital Banjarmasin., while the motivation and learning variables do not affect the decision to choose outpatient health services at Bhayangkara Tk III Hospital Banjarmasin.

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