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Effectiveness of Implementing a Directing Flow System in Increasing the Number of Clinic Visitors UPT Lab. Herbal Materia Medica Batu

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ABSTRACT

Low number of patient visits at the UPT Lab Clinic. Herbal Material Medica Stone. The high number of visits to the Herbalmart unit as a herbal medicine sales unit is inversely proportional to the number of visits to the Clinic unit. This study aims to analyze differences in the number of clinic visitors before and after the implementation of the Directing Flow System visitor flow system at the UPT Lab. Herbal Material Medica Stone. This research method is a pre-experiment one group pre-test-posttest design with a quantitative approach. The sample in this study was 30 days before and after implementing the intervention. The statistical test used is T – Paired Test. The statistical test results obtained a Sig value. (2-tailed) is 0.000 < 0.05, which means that there is a difference in the number of clinic visitors before and after the implementation of the Directing Flow System visitor flow system towards increasing the number of visitors at the UPT Lab. Herbal Material Medica Batu. It is recommended that the Batu Herbal Materia Medica Lab UPT consistently implement the Directing Flow System so that clinic visits continue to increase.

Keywords: Directing flow system, number of visitors, service flow.

INTRODUCTION

Public services are all forms of services, both in the form of goods and services, which in principle are the responsibility of the provider in order to fulfill community needs and in the context of implementing the provisions of laws and regulations. In carrying out their duties and functions, government agencies acting as public service providers cannot be separated from achievement targets so that their performance can be measured.

UPT Herbal Materia Medica Lab in Batu is the Technical Implementation Unit of the East Java Provincial Health Service. Materia Medica has several work units supporting traditional health service activities, including: Lab. Phytochemistry, Lab. Instrumentation, Lab. Tissue Culture, Simplicia Unit, Nursery Unit, Herbalmart Unit, and Clinic Unit.

In 2019, the implementation of the Traditional Health Development program has a target of achieving service utilization of 5000 people. Of the 5000 people, the office's internal target for the Clinic unit is set at 2500 people. The Clinical Unit, which was supposed to be the spearhead of services, actually became a unit that achieved low targets with a total of 569 patient visits in 2019.

Apart from the above conditions, herbal purchases through the Herbalmart unit recorded a total of 2,412 visits. This shows that there are deficiencies in the service flow which causes visitors who intend to seek treatment to tend to buy herbal medicine directly without checking at the clinic.

The aim of this research is to analyze the difference in the number of visitors before and after implementing the Directing Flow System at the UPT Lab clinic. Herbal Material Medica Batu.

METHODS

This research uses a Pre Experiment One Group Pre Test Post Test Design with a quantitative approach. The population in this study was the entire time or days before and after the implementation of the Directing Flow System intervention at the Batu Medica Herbal Lab UPT, namely 30 days. The sampling technique used was Non-Probability Sample with Purposive Sampling method, using inclusion criteria of 30 days before and after implementation of the intervention, and exclusion criteria namely Saturdays, Sundays, national holidays, and Work From Home periods/half-day hours. The location of this research is at the Batu Herbal Materia Medica Laboratory UPT.

The time for this research was 02 June 2020 to 13 July 2020. In this research there was 1 independent or independent variable, namely the Directing Flow System, and 1 dependent or bound variable, namely the Number of Visitors per Day. In this experimental research, the measuring tool for the dependent variable (number of clinic visits per day) is the visit registration book. The measuring tool used for the independent variable (Directing flow system) is the job description for PPID officers (Information and Data Processing Officers) and security officers, as well as the Directing Flow System SOP (Standard Operating Procedure). The analytical methods that will be used are the normality test and the paired T-test.

RESULT

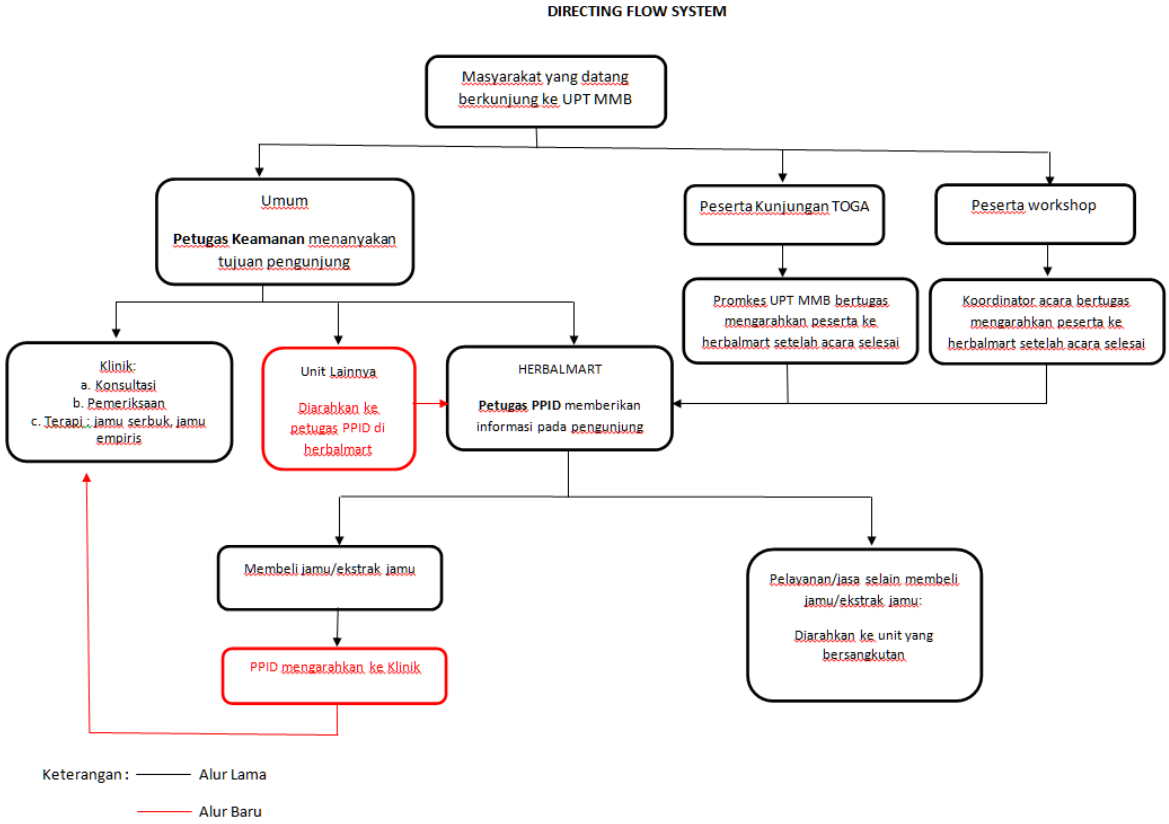
3.1 *Directing Flow System*

The application of the Directing Flow System is as follows :

a. General Visitors :
   1. General visitors report the purpose and purpose of the visit to the Security Officer.
   2. Security officers register visitors and then direct visitors as follows:
      • If general visitors intend to visit the Clinic, they can be directed directly to the Clinic.
      • If public visitors intend to visit a unit other than the Clinic, the Security Officer will
        direct the public visitor to meet the PPID Officer located at Herbalmart
   3. The PPID in the Herbalmart Unit directs visitors to each unit according to their needs, with the exception of if they intend to buy herbal medicine, the PPID Officer will direct the visitor to the Clinic.

b. TOGA/Workshop visit participants:
   1. TOGA/Workshop visiting participants immediately enter the area guided by the event coordinator.
   2. After the event is finished, the event coordinator directs participants to the Herbalmart Unit.
   3. The PPID in the Herbalmart Unit directs visitors to each unit according to their needs, with the exception of if they intend to buy herbal medicine, the PPID Officer will direct the visitor to the Clinic.

Picture 1 : Flows of Directing Flow System



The following is a flowchart of the Directing Flow System. The black arrows and squares are the old plot that has been going on for a long time. The red arrows and boxes are Directing Flow System interventions.

3.2 Visitors

The number of visitors was divided into 2 groups, namely 30 days before the intervention and 30 days after the intervention. The date range taken follows the exclusion criteria, namely excluding Saturdays, Sundays, national holidays, and Work From Home periods/half-day hours. Therefore, for the 30 days before the intervention, visit data was taken from February 18 2020 to March 31 2020. Meanwhile, for the 30 days after the intervention, visit data was taken during the implementation of the research, namely June 2 2020 to July 13 2020..

Picture 2 : Mumber of visitors per days

Hari Ke-	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Sebelum	6	3	7	5	5	4	7	2	5	2	6	5	3	2	5	7	9	6	5	6	8	4	7	9	7	5	7	8	9	5	169
Sesudah	5	6	10	13	11	6	7	10	15	6	5	8	12	14	5	9	8	5	12	10	11	5	6	13	8	7	12	11	7	9	266

The data above is data on clinic visitors per day for 30 days, before and after the intervention. The total number of visitors 30 days before the intervention was 169 people, while the total number of visitors 30 days after the intervention was 266 people.

3.3. Data Analyze

Picture 3 : Table of result data analyze

Intervensi	Uji Normalitas	Uji T-berpasangan	Korelasi Sampel Berpasangan	Uji Sampel Berpasangan		
				Sig. 2 tailed	T hitung	df
Sebelum	0,115	5,6333	0,964	0,000	-4,884	29
Sesudah	0,197	8,8667				

From the results of the normality test it can be seen that the data before the intervention obtained a significance value of 0.115 > 0.05 (5%) and the results of the normality test of the data after the intervention obtained a significance value of 0.197 > 0.05 (5%), so it can be concluded that the residual values are normally distributed.

The results of the paired T-test obtained an average visit result or mean before the intervention of 5.6333, while for the after value the average value of the visit results was 8.8667. Because the average value of visit results before is 5.6333 < after 8.8667, this means that descriptively there is a difference in the average visit results between before and after results.

The results of the correlation test (paired sample correlation) or the relationship between the two data or the relationship between the Before variable and the After variable, based on the table listed above, shows a significance value (Sig.) of 0.964. Because the Sig value. 0.964 > probability 0.05, so it can be said that there is no relationship between the Before variable and the After variable.

Based on the "Paired Samples Test" table above, the Sig value is known. (2-tailed) is 0.000 < 0.05, then H0 is rejected and Ha is accepted. So it can be concluded that there is an average difference between the results of visits before and after, which means there is a difference in the number of visitors before and after implementing the Directing Flow System at the clinic UPT Lab. Herbal Materia Medica Batu.

DISCUSSION

The research results show that the sig. (2-tailed) is 0.000 < 0.05, then H0 is rejected and Ha is accepted. This shows that there is an average difference between the results of the visits before and after, which means there is a difference in the number of clinic visitors before and after the implementation of the Directing Flow System visitor flow system at the UPT Lab. Herbal Material Medica Stone.

Through research conducted by Oktalisa (2014) in the city of Medan, it is explained that factors that can support patients to utilize a clinic are predisposing factors including knowledge/belief, education, economics and demographics; supporting factors (facilities and infrastructure); and motivating factors (officers). According to research conducted by Krisnawati (2012), the factors that influence patient visits to clinics are marketing, service quality and patient loyalty.

However, many factors can cause increases and decreases in the number of patient visits to clinics. Demographic factors such as population growth, income level, promotions, perception of rates, quality of service, perception of illness, experience of illness (Alfiati, 2008). One effort that can be made to increase the number of patients is to optimize service procedures.

According to Jufrina (2017), service procedures are one of the public service standards. Service procedures must be standardized for providers and recipients of public services, including complaint procedures so that problems do not occur in the future. Service procedures must be established through minimum service standards, so that service recipients can understand the mechanism. One form of service procedure is a visitor flow direction system.

The Clinic Unit has been operating at the front end of the UPT Herbal Materia Medica Lab area in Batu since the beginning of 2019. The number of patient visits in 2019 was only 569 people. Visitors in 2020 from January to May were 389 people, although there was an increase on average compared to 2019, it was still far below expectations.

According to observations by researchers in the field, there is a lack of coordination between the Herbalmart Unit and the Clinic Unit which causes clinic patient visits to not be optimal. The cause of the low number of patient visits to the clinic is that there is no direction to the flow of visitors at the UPT Lab. Herbal Materia Medica Batu so that visitors who come with the aim of buying herbal medicine will go straight to the Herbalmart Unit without consulting a doctor at the Clinic Unit. Clinics that are located in the entrance area and far from Herbalmart are often just passed by visitors who go straight into the UPT Lab area. Herbal Material Medica Stone.

Considering the role of Security Officers and PPID Officers in providing information and directing visitors, a Directing Flow System visitor flow direction system concept was designed. Before implementing the Directing Flow System in the UPT Lab. Herbal Materia Medica Batu, researchers coordinate with stakeholders regarding directing visitor flow. Head of the Medicinal Plant Development Section as the section in charge of the Clinic Unit and Herbalmart Unit, and also Head of the Administration Sub-Section as the sub-section in charge of Security Officers. After obtaining permission to carry out the intervention, it was decided that the implementation date would be from 02 June 2020 to 13 July 2020, considering that as of 02 June WFH (Work From Home) was no longer enforced for UPT employees. Before the implementation, researchers socialized to PPID officers and security officers that the SOP that had been in effect regarding directing visitor flow had undergone slight changes, focusing on the Directing Flow System.

Directing Flow System can increase the number of clinic visits. This also shows that directing visitor flow can be carried out more effectively if it is done from two directions, namely apart from the entrance side as well as from inside the area, especially if applied to large and scattered areas. By looking at the weaknesses of the existing service system and changing it for the better, it can be the key to success in increasing the growth of the number of visitors.

CONCLUSION

Based on the results of data analysis and research results, the conclusion obtained in this research is that there is a difference in the number of visitors before and after implementing the Directing Flow System at the UPT Lab clinic. Herbal Material Medica Stone. With this difference, which is the result of statistical tests, it can be said that the implementation of this new system is quite effective in increasing visits to the UPT Lab clinic. Herbal Material Medica Stone.

The suggestion that can be given is for the Batu Medica Herbal Lab UPT to consistently implement the Directing Flow System so that the number of clinic unit visits can continue to increase. In the future, visitor flow signs can be made, directing visitors from the entrance to Herbalmart. At Herbalmart, a sign was made to meet the PPID Officer first. This is to anticipate

if officers are careless in implementing the Directing Flow System, so that visitors can be proactive in implementing the flow direction system via signage.

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