



## The Influence of Communication, Resources, and Disposition on the Implementation of Health Promotion Hospital at Bhayangkara Hospital, Makassar Indonesia

Steffi Barmo<sup>1</sup>; Ridwan Mochtar Thaha<sup>1</sup>; Indar<sup>2</sup>; Sudirman Nasir<sup>1</sup>; Noer Bahry Noor<sup>3</sup>;  
M. Furqaan Naiem<sup>4</sup>

<sup>1</sup> Department of Health Promotion and Behavior Sciences, Faculty of Public Health, Hasanuddin University, Indonesia

<sup>2</sup> Department of Health Administration and Policy, Faculty of Public Health, Hasanuddin University, Indonesia

<sup>3</sup> Department of Hospital Management, Faculty of Public Health, Hasanuddin University, Indonesia

<sup>4</sup> Department of Occupational Health and Safety, Faculty of Public Health, Hasanuddin University, Indonesia

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### **Abstract**

Health promotion hospital is an effort to ensure the implementation of complete health services, hence the importance of implementing health promotion in hospitals that is optimal, effective, efficient, and sustainable. This hypothesis is the aim of the study, namely to analyze the factors that influence the implementation of health promotion hospital at the Bhayangkara Hospital in Makassar. This type of research is a quantitative study conducted at the Bhayangkara Hospital Makassar with a cross-sectional method. The minimum sample of this study was 80 people consisting of doctors, nurses, midwives, and health promotion hospital officers from a total population of 349 people. Data were analyzed using chi-square and logistic regression. Research shows that the factors that influence the implementation of health promotion hospital are communication ( $p = 0.007$ ), resources ( $p = 0.003$ ), disposition (attitude) ( $p < 0.001$ ). After further analysis, it is known that the factor that most influences the implementation of health promotion hospital is the disposition with an Exp (B) value of 68.797. There is an influence between communication factors, resources, and dispositions (attitudes) on the implementation of health promotion hospital. Disposition (attitude) is the most influential factor. It is hoped that the hospital will pay more attention to the implementation of health promotion both in terms of communication, resources, and also disposition so that all staff at Bhayangkara Hospital Makassar have a commitment to implementing health promotion hospital.

**Keywords:** *Implementation; Health Promotion Hospital; Communication, Resources; Disposition*

## Introduction

Health promotion is a core quality issue for improving health and maintaining the quality of life. Standards for health promotion in hospitals are needed to ensure the quality of services provided in this area. Therefore, WHO established a working group at the 9th International Conference on Hospitals for Health Promotion, Copenhagen, May 2001. Since then several working groups and country networks have worked on standard development. As the result, five core standards applicable to all hospitals have been developed in accordance with the international requirements set by the ALPHA program developed by the *International 6 Society for Quality in Health* (WHO, 2004).

The National Health Insurance which began on January 1, 2014, and the implementation of hospital accreditation version 2012 required hospitals to implement comprehensive services as mandated by Law of the Republic of Indonesia Number 44 of 2009 concerning hospitals in the Presidential Regulation of the Republic of Indonesia Number 72 of 2012 concerning the National Health System. Promotional and preventive efforts become an integrated effort in-hospital services. Promotional and preventive efforts can be used as quality and cost control by increasing and empowering patients and their families and hospital communities to actively participate in supporting healing and rehabilitation efforts.

Health promotion is a series of efforts, programs, and interventions carried out to achieve a good degree of health. The importance of implementing health promotion in hospitals can create quality hospitals that meet hospital accreditation standards both national and international. Health promotion is the process of improving and protecting public health (Novilla et al., 2006; Henning et al., 2009; Nurmansyah & Kilic, 2017).

Integration of health promotion in patient care through increased communication and effective education can also improve quality and patient safety. Most hospitals in Indonesia have not implemented health promotion optimally. Many hospitals are still constrained by a lack of human resources or health promotion personnel at the hospital and also lack of attention from the board of directors, this is described in the Regulation of the Minister of Health of the Republic of Indonesia Number 44 of 2018 concerning the Implementation of Health promotion hospital.

Research conducted by Prahesti (2018) stated that the hospital did not yet have special personnel who focused on implementing health promotion. The Health Promotion Hospital team that has been formed consists of health workers who have dual duties apart from taking on the task of being the Health promotion hospital team, they also have other duties, such as doctors, nurses, midwives, etc. In addition, the implementation of health promotion activities in hospitals did not fully meet the reference standards of the health promotion hospital standard by the health promotion center in 2011. This was due to the fact that they still considered the hospital to be oriented only on curative and rehabilitative measures. In fact, hospitals also have a social function to promote health through communication, information, and education.

Bhayangkara Hospital Makassar is a type B hospital that has been fully accredited. Bhayangkara Hospital Makassar is one of the many hospitals in Indonesia that implements health promotion as an important part of improving the quality of hospital services. The health promotion hospital unit was formed in 2018 through a decree determining the health promotion work unit of the Bhayangkara Hospital Makassar by the head of the hospital. From the results of preliminary observations, the implementation of this health promotion hospital unit has not run optimally. The double work received by health promotion hospital officers or staff at the hospital is one of the problems so that the health promotion hospital work program has not been running optimally. According to George Edward III (1980), there are 4 factors that influence the success of policy implementation, namely communication, resources, dispositions (attitudes), and bureaucratic structures (Widodo, 2010). Therefore, this study aims

to see the effect of communication, resources, disposition (attitude) on the implementation of health promotion at Bhayangkara Hospital Makassar.

## Methods

This type of research is a quantitative study using a cross-sectional study approach. This study aims to analyze the influence of communication, resources, and dispositions (attitudes) as independent research variables on the implementation of health promotion hospital as the dependent variable of research at Bhayangkara Hospital Makassar. This research was conducted in April-May at Bhayangkara Hospital Makassar.

The population in this study were professional caregivers (doctors, nurses, midwives) who had direct contact with patients and health promotion hospital officers totaling 349 people in the Bhayangkara Hospital Makassar. Meanwhile, to calculate the sample size using the Stanley Lemeshow formula, the minimum sample size is 80 respondents.

Data collection procedures at the research location by interviewing and distributing research questionnaires that had been tested for validity and reliability previously. The questionnaire in this study contains questions about communication variables, resources, dispositions (attitudes), and the implementation of health promotion hospital. The data analysis technique in this study used univariate analysis, bivariate analysis, to find out whether the influence of each independent variable and the dependent variable was affected by using the chi-square test and multivariate analysis with the enter method to see the most influential variables.

## Results and Discussion

Based on Table 1, it is known that of the 80 respondents, the characteristics of respondents based on gender were mostly female respondents, namely 60 people (75%). Characteristics of respondents based on the most age group were respondents in the 20-29 age group, namely 40 people (50%). Characteristics of respondents based on the most recent education were respondents with S1 education, namely 57 people (71.3%).

**Table 1: Distribution of Respondents Based on Characteristics of Respondents at Bhayangkara Hospital Makassar in 2020**

Respondent Characteristics	Amount (n)	Percentage (%)
<b>a. Sex</b>		
Male	20	25.0
Female	60	75.0
<b>Total</b>	<b>80</b>	<b>100</b>
<b>b. Age Group (Years)</b>		
20-29	40	50.0
30-39	36	45.0
40-49	3	3.8
50+	1	1.2
<b>Total</b>	<b>80</b>	<b>100</b>
<b>c. Education</b>		
D3 (Diploma)	21	26.3
S1 (Bachelor)	57	71.3
S2 (Master)	2	2.5

	<b>Total</b>	<b>80</b>	<b>100</b>
<b>d. Employment</b>			
Doctor		8	10.0
Nurse		60	60.0
Midwife		6	7.5
Health promotion hospital officer		6	7.5
	<b>Total</b>	<b>80</b>	<b>100</b>

**Table 2: Chi-Square Test Results Influence of Communication, Resources, and Disposition (Attitude) on the Implementation of Health Promotion Hospital at Bhayangkara Hospital Makassar 2020**

Variable	Implementation of Health Promotion Hospital				Amount		P
	Implemented		Not Implemented Yet		n	%	
	n	%	n	%			
<b>Communication</b>							
Good	66	91.7	6	8.3	72	100	<b>0.007</b>
Less	4	50	4	50	8	100	
<b>Total</b>	<b>70</b>	<b>87.5</b>	<b>10</b>	<b>12.5</b>	<b>80</b>	<b>100</b>	
<b>Resource</b>							
Enough	56	94.9	3	5.1	59	100	<b>0.003</b>
Less	14	66.7	7	33.3	21	100	
<b>Total</b>	<b>70</b>	<b>87.5</b>	<b>10</b>	<b>12.5</b>	<b>80</b>	<b>100</b>	
<b>Disposition (attitude)</b>							
Enough	68	94.4	4	5.6	72	100	<b>&lt;0.001</b>
Less	2	25	6	75	8	100	
<b>Total</b>	<b>70</b>	<b>87.5</b>	<b>10</b>	<b>12.5</b>	<b>80</b>	<b>100</b>	

Table 2 shows the results of the communication variable analysis show that of the 72 respondents who stated that communication was good, 66 respondents (91.7%) stated that health promotion hospital had been implemented and as many as 6 respondents (8.3%) stated that health promotion hospital had not been implemented. Meanwhile, of the 8 respondents who stated that communication was lacking, 4 respondents (50.0%) stated that health promotion hospital had been implemented and as many as 4 respondents (50.0%) stated that health promotion hospital had not been implemented. The results of statistical tests obtained p-value = 0.007 because the value of  $p < \alpha = 0.007 < 0.05$  then  $H_0$  is rejected, this means that there is a statistically significant effect of the communication variable on the implementation of health promotion hospital at Bhayangkara Hospital Makassar.

The results of the resource variable analysis showed that of the 59 respondents who stated that the resources were sufficient, 56 respondents (94.9%) stated that health promotion hospital had been implemented and as many as 3 respondents (5.1%) stated that health promotion hospital had not been implemented. Meanwhile, of the 21 respondents who stated lack of resources, 14 respondents (66.7%) stated that health promotion hospital has been implemented and as many as 7 respondents (33.3%) stated

that health promotion hospital has not been implemented. The statistical test results obtained by the value of  $p = 0.003$ , because the value of  $p < \alpha = 0.003 < 0.05$  then  $H_0$  is rejected, this means that there is a statistically significant effect of resource variables on the implementation of health promotion hospital at Bhayangkara Hospital Makassar.

The results of the analysis of the disposition variable (attitude) show that out of 72 respondents who stated good disposition, 68 respondents (94.4%) stated that health promotion hospital had been implemented and as many as 4 respondents (5.6%) stated that health promotion hospital had not been implemented. Meanwhile, of the 8 respondents who stated that the disposition was lacking, 2 respondents (25.0%) stated that health promotion hospital had been implemented and as many as 6 respondents (75.0%) stated that health promotion had not been implemented. The results of statistical tests obtained  $p$ -value =  $< 0.001$ , because the value of  $p < \alpha = 0.000 < 0.05$  then  $H_0$  is rejected, this means that there is a statistically significant influence on the disposition variable (attitude) on the implementation of health promotion hospital at Bhayangkara Hospital Makassar.

**Table 3: Results of Logistic Regression Analysis of Communication Variables, Resources and Dispositions (attitudes) towards the Implementation of Health Promotion Hospital at Bhayangkara Hospital Makassar 2020**

Variable	B	S.E.	Wald	Df	Sig.	Exp(B)
Communication	1.772	1.772	2.132	1	.144	5.885
Resource	2.654	2.654	5.204	1	.023	14.207
Disposition	4.231	4.231	10.338	1	.001	68.797

Table 3 shows the results of the logistic regression statistical test that the  $p$ -value  $< 0.05$  means that there is an influence between resources and dispositions on the implementation of health promotion hospital at Bhayangkara Hospital Makassar. The variable with the greatest influence was the disposition variable with a value of  $p = 0.001$  and a value of  $\text{Exp}(B)$  68.797.

The results showed the influence of the three variables, namely communication, resources, and disposition on the implementation of health promotion at Bhayangkara Hospital Makassar. The influence of communication on the implementation of health promotion because communication is an important factor in the implementation of health promotion in hospitals. Communication aims to make the information conveyed about health promotion well received by patients, patient families, and fellow staff in the hospital.

According to research conducted by Febrian (2019), The implementation of health promotion hospital is still not optimal. Despite the support and commitment of good implementers, there are other factors that can influence the implementation of this concept such as incomplete resources, communication between officers is still lacking related to Health Promotion Hospital activities, and there are still attitudinal barriers related to this concept and influence. From outside agencies such as the influx of the Social Security Administrator health program.

The same is stated by Febrian et al (2020) the lack of special meetings related to Health promotion hospital is not in accordance with Regulation of the Minister of Health number 44 of 2018 states that a form of communication is needed such as meetings or meetings between stakeholders such as to make optimal health promotion hospital planning and evaluation by involving multi-professions so that various health promotion hospital strategies are created to be implemented such as the provision of clinical practice guidelines which include Health promotion hospital activities.

From the results of the study, it was found that resources had an effect on the implementation of health promotion at Bhayangkara Hospital in Makassar. The results showed that the support of resources in the implementation of health promotion at the Bhayangkara Hospital in Makassar included the availability of facilities and infrastructure, the availability of funds, and the availability of human resources. Facilities and infrastructure are needed to support the implementation of health promotion in hospitals. Bhayangkara Hospital Makassar also has a special budget to support the implementation of health promotion.

In terms of the availability of human resources in quantity has been fulfilled but in terms of quality, it still does not meet the requirements because there are still health promotion officers at the Bhayangkara Hospital in Makassar who have not participated in the training required by the Regulation of the Minister of Health Number 44 of 2018 and they still have multiple roles. Apart from being health promotion officers, they also have other responsibilities as nurses and as staff in the education and training section. This should be a concern for the hospital so that there is health promotion staff who specifically handle health promotion in the hospital. And also health promotion training should be further improved not only for health promotion staff but also for doctors, nurses, and midwives to be able to convey health information effectively.

According to Afshari et al (2016), the presence of individuals must be a key element in the implementation of Health Promotion Hospital. Therefore, these individuals must be given educational training related to the concept of health promotion in the hospital so that they can avoid problems such as the lack of knowledge of officers about the Health promotion hospital concept, the inadequate ability of health workers, low self-efficacy and self-motivation to provide health education to the public

Research conducted by Larasanti (2017) states that to realize the Health Promotion Hospital program, it is necessary to have adequate resources so that the program will carry out well. Meanwhile, according to research from Alhamda (2012) Inadequate facilities and infrastructure both in terms of information media, tools for conducting counseling, and inadequate computer systems hinder the implementation of health promotion activities.

The results showed that the disposition (attitude) had the greatest influence on the implementation of health promotion hospital at Bhayangkara Hospital Makassar. The existence of attitudinal support from health promotion implementers and all hospital human resources affects the success of health promotion implementation. Attitudinal support is manifested in the form of commitment of health promotion executors in carrying out their duties in accordance with the goals to be achieved and also how all hospital human resources are committed to supporting the implementation of health promotion at Bhayangkara Hospital Makassar.

According to research conducted by Ariyani et al (2014) stated that the attitude of the implementer is defined as the support of the members of the coordination team and the working group team for the program or the desire to implement the policy which is shown by a commitment to the implementation of the program. This commitment should be owned by all parties so that they can participate in the implementation of the program.

According to Laloma (2016), one of the dimensions of a policy implementation that can determine the success or failure of implementation is the disposition (attitude) of the policy implementer itself. This is related to how willing or determined the implementers are in implementing and implementing the substance of the policies to be implemented.

This is also in line with research conducted by Kumpalanon et al (2011) which states that the key to success in running health promotion in hospitals is that the policy itself must have clarity about

different aspects, especially regulating activities inside or outside the hospital, developing health networks, and understanding their respective roles in the health network and a wise attitude is needed to implement and implement the policy.

### **Conclusion**

Based on the results of the research conducted, it can be concluded that there is an influence of communication, resources, and disposition (attitude) variables on the implementation of health promotion at Bhayangkara Hospital Makassar. The variable with the greatest influence on the implementation of health promotion hospital is the disposition variable. It is hoped that the Bhayangkara Hospital will pay more attention to the implementation of health promotion hospital both in terms of communication, resources, and also disposition (attitude). The importance of attitude support from all hospital human resources in the form of commitment in implementing health promotion hospital.

### **Ethical Clearance:**

Our study was not directly applied to human; hence ethical clearance was not required.

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