Creating Value Model Based on Sipakatau Bugis Philosophy through Experience of Regional Public Hospital Services in South Sulawesi, Indonesia

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Abstract: This study aims to build a model of creating value based on philosophical values through the experience of Bugis through increasing the equity of regional public hospital services in South Sulawesi. The chosen research locations were AndiMakkasau Regional Public Hospital in Pare Pare, Siwa Regional Public Hospital in Wajo District, Lamadukelleng Regional Public Hospital in Wajo District, and Tenriawaru Regional Hospital in Bone District. The type of this research is qualitative and quantitative and the respondents in this study were inpatients from four hospitals in South Sulawesi above. The results of this study are the formation of the Sipakatau Experience model. The Sipakatau Experience model as a creating value of patients based on the Bugis philosophy illustrates the importance of culture in daily implementation of service delivery in hospitals, because patients as humans want to respected according to their dignity.

Keywords: Creating value, Sipakatau, Experience, Bugis philosophy, Regional public hospital

1. Background

In a highly competitive and dynamic service industry, service providers are currently developing various strategies to ensure customer satisfaction (Geissler & Rucks, 2011; Wu & Liang, 2009). Patients now have the ability to seek services and market trends, thus they have high expectations and require a good health care, consistency, sensitivity and extraordinary affection (Ndubisi 2014 in Borishade, 2017). Hospital patients are quite skeptical and alert. Service experience is more important, varied, complex, and personal to health services and consumers demand proof of hospital competence and service, especially in a competitive environment (Berry et al., 2006; Borishade, 2017).

The initiation of creating value these days is to generate revenue and to build market share for businesses, therefore it is an important part of the relationship management strategies with the company's customers. Patients' perceptions of value and satisfaction begin with an initial purchase and continue for the entire service experience, patient's thoughts and desires will influence what is provided by the hospital, and hospitals must maintain a healthy relationship with its patients (Talib & Rahman, 2015)

The existence of cultural characteristics affect the value and perception of customers. Customer value has long been considered a source of competitive advantage for service organizations (lihat Woodruff 1997, Helkkula, Kelleher, & Pihlström, 2012), therefore hospitals also need to create local culture-based value on their customers in providing service experience.

Hospitals in Sulawesi Island, especially South Sulawesi, have rapid growth and the majority of customers are Buginese. The perception of service desired by consumers in the development of the hospital is politeness, empathy and assistance, which almost all of them exist in Bugis philosophy. The purpose of this study is to build a customer experience model based on the Bugis Philosophy to improve the Equity of Health Services on Regional Public Hospitals in South Sulawesi.

2. Methods

1) Qualitative methods
This study initially applied a qualitative data collection through observation, FGD, indept interview, document collection,

2) Quantitative Method
The second phase of the research aims to verify the conceptual model of creating value through the patient's Experience of the Regional Public Hospital so that a quantitative approach with multivariate analysis is used, therefore this study analyzes several variables (Tatham and Black 1998).

Through confirmatory factor analysis, researchers can assess the contribution of each indicator or some good level of confidence in an indicator of the measured concept. In other words, it is to inform whether the variable indicator used can inform a factor (Ferdinand 2005).
Research Location
The study was carried out at the inpatient room of four Regional Public Hospitals in three (3) districts with the majority population of Bugis tribe namely Tenriawaru Regional Public Hospital in Bone District, Andi Makkasau Regional Public Hospital in Pare Pare, Lamaddukkelleng Regional Public Hospital in Wajo District and Siwa Regional Public Hospital in Wajo District.

Sample
The sample at the qualitative research stage was carried out by an in-depth interview with the Bugis culture, the director of the hospital where the study was, and the inpatients. The quantitative stage used a sample of 400 in new inpatients with a minimum of three (3) days or recurring patients at four (4) Regional Public Hospitals namely Tenriawaru Regional Public Hospital in Bone District, Andi Makkasau Regional Public Hospital in Pare Pare District, Lamaddukkelleng Regional Public Hospital in Wajo District and Siwa Regional Public Hospital in Wajo District, South Sulawesi.

3. Results and Discussion

SIPAKATAU
Sipakatau means in the sense of treating people like human beings. As in adanagauk ideology, sipakatau ideology is part of paseng which is frequently spoken by the parents to their children so that it becomes a living ideology. It is derived from the word 'tau' which means 'people', added by the prefix 'sipaka' becoming sipakatau which means humanity.

a) Patient’s characteristics
1) Sex

Table 4.1: Patient’s Characteristics Based on Sex in Regional Public Hospitals in South Sulawesi, 2019

<table>
<thead>
<tr>
<th>Sex</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>158</td>
<td>39.5</td>
</tr>
<tr>
<td>Female</td>
<td>242</td>
<td>60.5</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data

Based on table 4.1 above, female is higher with a frequency of 242 people (60.5%) compared to male with a frequency of 158 people (39.5%).

2) Age

Table 4.2: Patient’s Characteristics Based on Age in Regional Public Hospitals in South Sulawesi, 2019

<table>
<thead>
<tr>
<th>Age (year)</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;10</td>
<td>2</td>
<td>0.5</td>
</tr>
<tr>
<td>11-15</td>
<td>4</td>
<td>1.0</td>
</tr>
<tr>
<td>16-20</td>
<td>27</td>
<td>6.8</td>
</tr>
<tr>
<td>21-25</td>
<td>25</td>
<td>6.3</td>
</tr>
<tr>
<td>26-30</td>
<td>40</td>
<td>10.0</td>
</tr>
<tr>
<td>31-35</td>
<td>32</td>
<td>8.0</td>
</tr>
<tr>
<td>36-40</td>
<td>41</td>
<td>10.3</td>
</tr>
<tr>
<td>41-45</td>
<td>24</td>
<td>6.0</td>
</tr>
</tbody>
</table>

Source: Primary Data

Based on table 4.2 above, people (39.5%) are mostly in the age group of 21-25 years, while the least is the age group of <10 years with a frequency of 2 patients (0.5%).

3) Medical Treatment Class

Table 4.3: Patient’s Characteristics Based on Treatment Class in Regional Public Hospitals in South Sulawesi, 2019

<table>
<thead>
<tr>
<th>Treatment Class</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 1</td>
<td>112</td>
<td>28.0</td>
</tr>
<tr>
<td>Class 2</td>
<td>86</td>
<td>21.5</td>
</tr>
<tr>
<td>Class 3</td>
<td>144</td>
<td>36.0</td>
</tr>
<tr>
<td>VIP</td>
<td>58</td>
<td>14.5</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data

Based on table 4.3 above, the highest age group of patients is >56 years with a frequency of 108 patients (27%), while the least is the age group of <10 years with a frequency of 2 patients (0.5%).

4) Sipakatau Experience

Table 4.4: Patient’s Characteristics Based on Bugis Philosophy of Sipakatau Experience at the Inpatients Room in Regional Public Hospitals in South Sulawesi, 2019

<table>
<thead>
<tr>
<th>Sipakatau Experience</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>179</td>
<td>44.8</td>
</tr>
<tr>
<td>Good</td>
<td>221</td>
<td>55.3</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Based on table 4.4 above, it shows that from 400 respondents, good sipakatau experience became a domain with a total of 221 patients (55.3%) and poor sipakatau experience is 179 patients (44.8%).

Cross Tabulation of Patients with Bugis Philosophical Values of Sipakatau Experience at Inpatients Room of Regional Public Hospitals in in South Sulawesi, 2019

Based on table 4.4 above, it shows that from 400 respondents, good sipakatau experience became a domain with a total of 221 patients (55.3%) and poor sipakatau experience is 179 patients (44.8%).

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The table above shows that in the sex variable, the highest value of Bugis philosophy of Sipakatauexperience is on the good category with the female category of 135 patients (55.8%) and the smallest value of Sipakatauexperience is on the poor category with the female category of 107 patients (44.2%).

In the age variable, the highest value of Bugisphilosophy of Sipakatauexperience is on the good category with the old category of 127 patients (55.5%) and the smallest Sipakatauexperience is on poor category with the old age category of 102 patients (44.5%).

At the education level variable, the highest value of Sipakatau Experience is on the good category with the variable of low education on 220 patients (55.3%), and the smallest Sipakatau Experience is both on poor and good category with variable of one (1) patient (50%).

At the occupation variable, the highest value of Sipakatau Experience is on the good category with unemployed variable of 122 patients (60.7%), whereas the smallest is on the poor category of Sipakatau Experience with employed variable of 79 patients (39.3%).

At the income variable, the highest value of Sipakatau Experience is on the good category with above the RMW variable of 81 patients (69.8%) and the smallest is on the poor category of Sipakatau Experience with the income category of above the RMW, with a frequency of 35 patients (30.2%).

In the variable type of patient, the highest value of Sipakatau Experience is on the good category with old type of patient variable of 152 patients (60.3%) and the smallest value is on the poor category of Sipakatau Experience with old type of patient variable of 100 patients (39.7%).

**Sipakatau Model**

![Figure 4.6: Confirmatory Factor Analysis of Sipakatauexperience](image)

Figure 4.6 explains that from the nine indicators of Sipakatau Experience, there is one invalid indicator, namely the Sipakatau indicator 8 (there are differences terms of healthcare between general patients and Social Security Administration (BPJS) patients during hospitalization). The figure above also shows the most influential indicator, which is the sipakatau indicator 6 (respect from the doctors according to human dignity) with a loading factor of 0.86.

## 4. Conclusion

The Sipakatau Experience model as patient’s creating value based on the Bugis philosophy illustrates the importance of culture in daily implementation of service delivery in hospitals, because patients as humans need to be respected, according to their dignity.

## 5. Suggestion

1. To make a creating value based on Bugis philosophy as a model of service in hospitals to increase the equity.
2. To make the Sipakatau philosophy as a value in daily services at Regional Public Hospitals in South Sulawesi.

## References

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