

## **Influence Perception Fund Quality Risk Health Services Against Interest in Using KB Acceptor**

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### **ABSTRACT**

Study This aim For test And analyze about Influence Perceptions of Risk and Quality of Health Services Against Interest in Using KB acceptors at KB acceptors at Mandiri Midwife Practice Rina Listiana Karawang. This research was conducted using descriptive and verification methods, that is: gather, serve, analyze And do testing hypothesis, make conclusion And suggestion. Sample collected with using the Slovin method and non-probability sampling techniques with Engineering Sampling *Purposive* Sampling. With a total sample of 361 from a population of 3684 person. engineering analysis Which used that is technique analysis range scale And analysis track with help Method of successful intervals (MSI), program computer Microsoft Excel 2010, Microsoft Word 2010 and applications SPSS version 23 . Based on the results of the analysis that has been carried out this study proves that . The correlation coefficient between the variables Perceived Risk and Quality Service Health obtained mark as big 0.875 Which means have level correlation Which Very Strong, positive And significant between Perception Risk And Quality service health. Influence in a manner Partial Perception Risk to Interest Use as big 0.328 And Quality Service Health Which value of 0.525. So it can be stated that the Quality of Health Services is more Lots give contribution to Performance Interest Use acceptor KB compared to with Perception Risk. Influence simultaneous Quality Service Health And Perception Risk to Interest Use as big 85.3% whereas the remaining 14.7% is a variable other who does not researched.

Keywords : Quality Health Services, Perception Risk, Interest in Using

## PRELIMINARY

For someone, health is the most valuable asset, because on side This every individual will try For still is at in circumstances Healthy And as much Possible avoid factors reason Which can raises disease (unhealthy). So important is the meaning of health, so health entered as Wrong One right Which most fundamental for man And included in various laws and regulations. Constitution Base Country Unity RI Year 1945 for example, confirm on Chapter 28 H paragraph (1) that "everyone has the right to obtain health services", (Budi Rahayu, 2014). As a basic need of society, it is demanded fulfillment and the provision of resources that are needed by the community To use realize health the. In theory economy known exists interaction between *supply and demands*, request in meaning need For Healthy and availability in meaning exists service health Which adequate.

Industry service service health public Also No regardless from competition. Various hospitals and a number of existing clinics are trying to obtain community trust with give service Which quality and efficient. The need for public health facilities as Health care facilities have a very strategic role in the world business specifically For help fulfil need life public.

Since the Covid-19 Pandemic broke out in Indonesia in March 2020 bring impact in all sector. Not except sector health And impact on facet life, including on program Proud golden. Program Proud golden is Wrong One program from Body National Population and Family Planning (BKKBN) which focuses on creating a quality family in Indonesia. One of the effects of the Pandemic Covid-19 that is number pregnancy Which increase in Indonesia. increasing number birth moment Pandemic Covid-19 is Because many acceptor KB (Family Planned) Which separated use, consequence from Afraid activity go out House get service KB Which risky exposed to the Covid-19 virus.

Program KB (Family Planned) is Wrong One service health specifically for women intended for the regulation of pregnancy for couples of childbearing age to form healthy, intelligent next generations And realize family Which quality, (Mediheryanto, 2021).

As Wrong One center service Health, Practice Midwife Independent provide that service focuses on women's health, in particular Which related with reproduction, pregnancy, process give birth to until post- give birth to. Midwives are recognized as professionals in the health sector responsible and accountable that focuses on women's partners For give support, care And advice during period pregnant, period childbirth and the puerperium. Facilitate and Lead childbirth on responsibility responsible for and provide care to newborns, and infants. In the certain circumstances if a condition does not have a Health Worker who has the authority to perform the necessary health service actions and it is not possible to be referred then a midwife can provide medical and/or pharmaceutical services beyond their authority within the limits certain, e t al. ,(Mediheryanto, 2021).

The current conditions show that business competition has extends to health services, especially the business of independent midwives who numerous and scattered in rural areas. Make more competition strict practices have encouraged the existing midwifery practice to compete with one another to be the best, Currently almost all products on the market own product competitors, thereby Also service health services.

With that in mind, the agency or service organization health must enterprising For do activity marketing And Keep going develop self in field marketing And health services.

The notion of marketing is often confused with sales, in fact the two concepts are very different. Sales depart from products that has made, Then endeavored For for sale on consumer. Whereas marketing departs from needs and consumer desires, then new made or developed become product or service Which can fulfil need And the consumer's desire Alone.

Most people still interpret marketing only as sales, purchases and prices. Though the marketing concept is more directed to fulfillment need public Which satisfying, Which make

individuals or groups get what they need and want. By creating, offering and exchanging goods or services value to other parties or all activities related to delivery start from manufacturers arrive consumer (Husnaini, 2016:3).

According to Cooper PD, in Husnaini & Panghiyangani (2016:3) Which meant with marketing is activity man Which directed For satisfaction desire And need through process exchange. Whereas according to Levey S., in (Husnaini, 2016)stating that marketing is analysis, planning, implementation And control from programs that are carefully designed to exchange value with targets market For reach objective organization.

In general, marketing helps direct the allocation of resources. understanding Which Good about marketing will push taking decision Which more Good in allocate sources Which There is. For example, in the field of health services, marketing is a road go out Which Good in answer challenge with ability managerialFor can *survive* And *sustain* as well as address competition Which competitive inhealth services.

Marketing and health services are no longer taboo applied on organization service health Because on basically marketing service health lead on fulfillment need And desire patient And No lead to commercialization consumer only.

Given how needed and the importance of health services in matter This step concrete Which must done is give servicehealth Which quality Which prioritize comfort And security parapatients in order to be protected from actions that are not according to standards, so that raises flavor satisfaction patient Which impact on interest visit patient For use service service health Which Already used before.

According to (Dona, 2019)suggest that the interest of a patient in use service service health Which come return to service the same health services, even with the same health problemsdifferent, is a kind of act of loyalty ( *loyalty* ) to the patient something health service organization.

Interest in using health services is a topic that very important in the context of marketing and health services. One of Factors to be considered by the patient generate an interest in visiting use service service health that is perception risk. Risk describe that every action consumer will produce consequences that he was unable to anticipate with anything approaching certainties, and some of them tend to be unpleasant. With In other words, this concept relates to the situation in which the buyer has to deal with New product uncertainty involving both favorable and unfavorable outcomes profitable.

According to Bauer in Haryani (2019:4) Perception risk is form interpretation or evaluation to situation risk Which based on experience or belief Which owned. On approach paradigm psychometry,risk rated as matter Which subjective And is at in thought Which influencedfactor psychological, social, institution, And culture.

Based on study Which done by (Haryani, 2019) perception risk influential to interest use. Risk become Wrong

a consumer benchmark in consuming a product or service market in making choices. In the context of service provider companies health services, completeness of medical equipment and services providedincluding human resource specialization including doctors, midwives, and nurses, and operational standards are the most important thing in providing services health Which quality to minimize possible risk happen.

In addition to perceived risk, there are other factors that serve as benchmarks for interest visit in using internal health services, namely Quality service. According to Fandy Tjiptono in Rasyid & Indah, (2019:8)quality service is the result of the customer's assessment of how far the difference

between expectations and perceived reality of a service they receive from the service provider (company), whether the assessment is partial or not in a manner whole.

According to Abdurahman (2017:2) health service agencies expected to be able to meet the needs of patients as expected can improve quality from public health.

Based on study Which done (Anfal, 2020) quality service health very influential to interest patient in use service service health. Quality service health Which felt by patient will become reference For choose provider service servicethat health There is.

The number of independent midwives practicing from time to time has increased a separate challenge for independent midwife practice Rina Listiana, because of this impact on competition Which the more strict. Practice Midwife Independent Rina Listiana is Wrong One service health Which focus on labor and the health of women, mothers and children in the West Karawang region. Rina Listiana Independent Midwife Practice, which was officially established in 2011 equipped with drugs Which quality And service Which complete, especially emergencies. Independent Midwife Practice Rina Listiana in Karawang Regency is a Midwife Practice which includes Standardization Midwife Pomegranate.

Interest patient For use service service health which Already felt previously, No regardless from perception patient will believe it to the health service provider. One's perception of trust patient to service health very important Because determine how much Good security Which done by provider service health. According to Featherman and Pavlou in (Haryani, 2019) the perceived risk is assessed as the level of consumer perception of the negative results obtained from a activities performed. Based on the research conducted (Haryani, 2019) the safety of a product offered on the market is measured by how much big risk which exists.

A company Which can minimize risk Which Can happen signify that company the own flavor not quite enough answer Which tall for the comfort and safety of its consumers. Especially in service companies Which move in field service health, risk in activity Which relate with health have risk Which more big Because relate with problem health. Besides from risk Which happen, The quality of health services provided must be supported with facilities and health care resources and standards Which in accordance rule And norm Which apply For support success in something quality service health. According to Budi Rahayu (2014) Service quality health is level evaluation from a patient about Good or nope service health Which given. Based on study Which The quality (Anfal, 2020) of health services is the foundation main For A company Which move in the field service health, Quality health services is a measure for comfort and security patient so that spared from actions Which outside standard health.

Interest use is behavior main Which can made gauge basic measure to attribute good or bad service quality to reused. customers who are satisfied with the quality of the service they provide accept will buy repeat product That return. Because interest consumer For buy from giver service Which The same very influenced by experience satisfaction to that service given before.

After receiving health care services, patients will compare service experienced with the service expected. If the services experienced fulfill or exceed hope, so quality service will perceived Good And satisfying as well as will raises interest visit repeat And believe use service service health Which The same.

Based on background exposure behind the problem above, can be understood that something company Which can minimize risk Which happen on consumer make company That have image Which Good in eye consumer, with risk Which Can just happen needed exists support Quality Service Which Good For satisfying consumer so that reduce perception negative from consumer Which

impact on Interest Use on consumer to something company. So from That, I as researcher take a research title: **“The Influence of Perceived Risk and Quality of Service Health against Interest Using KB Acceptor ”**

## **THEORITICAL REVIEW**

### **Correlation Variable Perception Risk with Quality Service Health**

Based on research result earlier Which done by Sutinah & Nofrida Saswat (2020). About “Perception Stimulation Group Activity Therapy The Risks of Hallucinatory Clients at the Jambi Provincial Mental Hospital ” that there is correlation between perception risk And quality service health. From results research said that every field of business, especially service midwives Health has risks that can occur, with quality services given will minimize dissatisfaction consumer to service Which felt. With quality service Which Good risk Which happen on something product mind consumer Can distracted by that satisfaction felt.

### **Influence Partial Variable Perception Risk with Interest Use**

Based on results study earlier Which done by (Irawan, 2019) About "Analysis Perception Risk Which Related to Utilization of Health Services for Guarantee Participants Health National In Region Work Public health center Payakabung, Regency Ogan Ilir” that perception of risk effect on interest in using. From the results study said that something risk Which Can happen become gauge measuring consumers in consuming goods and services, in services Health risks that occur can have a greater impact because they are related direct with condition body somebody.

### **Influence Partial Quality Service Health with Interest Use**

Based on study earlier Which done by (Zebua, 2021) Concerning "The Influence of Health Service Quality on Return Interests Patients Through Satisfaction Levels in the Dental and Oral Polyclinics at the Tamalate Health Center Macassar" that quality service health influential to interest return patient. From results study said that quality service health become gauge measuring to patient For choose something service health.

Service health which Good will felt capable For fulfil need patient Which raises satisfaction patient Which will impact on interest use a service that health The same previously.

### **Influence Simultaneous Variable Perception Risk And Quality Service Health to Interest Use**

Based on previous research conducted by Kurniawan I. et.al, (2021) About "Influence Trust, Security, Perception Risk And Quality of Health Services on Interest in Treatment at Dan Dental Hospital Soelastris Mouth During the Covid-19 Pandemic” that perception of risk and quality health services simultaneously influence the intention to use. From the research results it is said that a risk that can occur will be patient considerations in using health services, supported service Which quality covers facility Which adequate And source Power Which competent will minimize the risks that can occur and lead to satisfaction patient Which impact on interest use will service health Which There is.

## **RESEARCH METHODS**

Study This use method quantitative reluctantly approach descriptive and verification where method verification here \_ use statistical tool for measure phenomenon research . . Method statistics Which used For to analyze the relationship between the variables studied is to use

analysis track For test influence partial/individual And whole from variable free (dependent) to variables bound (independent).

Variable study is draft main from study Which will researched. For more details, the variables must be simplified in sub-variables or the dimensions of the study according to the theory used in the research. Next variable must can be measured with indicators so that can identified more details in accordance theory And study field.

**Table 1**  
**Operational Variable**

Variable	Dimensions	Indicator
Perception Risk (X1) *	Financial Risk	1. Risk During Transactions Online _ 2. Risk Incompatible Products _
	Risk Product	1. Risk Quality Product 2. Product Performance Risk
	Time Risk	1. Risk Waiting Product 2. Service Time Risk
	Risk Social	1. Risk Against Product Value 2. Risk Security Service
	Risk Security	1. Risk Security Service 2. Risk Security Place 3. Risk on Abuse Privacy
Quality Quality Health Services (X2) **	Tangible	1. Quality Facility 2. Completeness Service
	Reliable	1. Ability Service 2. Quality Service
	Responsiveness	1. Level of Responsibility 2. Quality Response
	Competence	1. Quality Ability 2. Quality Knowledge
	Courtesy	1. Friendly Attitude 2. Be responsive To Need
	Credibility	1. Attitude Honest according to Facts 2. Be Fair
	security	1. Security Product 2. Service Security
	Access	1. Easy Place _ reached 2. Convenience Service
	Communication	1. Convenience communicate 2. Convenience information
	understanding	1. ability understand need 2. ability understand
Interest in Using (Y) ***	Available & Ongoing	1. Available complete service _

Variable	Dimensions	Indicator
		2. Service always health _ available
Acceptable and reasonable	–	1. Service health in accordance with standard
		2. Health services are appropriate with norms & rules
Easy achieved		1. Easy location achieved
		2. Easy location accessed
reach		1. Cost service health affordable
		2. Fees drug affordable
Quality		1. Service quality healthcare _
		2. Services needed and useful _

**Source :****\*Masoud(2019:16)****\*\* Jacobis (2017:4)****\*\*\* Azwar in Rasyid & Indah K (2019:10)**

Population in study This use patient visiting family planning acceptors to Independent midwife practice Rina Listiana Karawang in 2021 , namely a total of 3,684. in determine sample study use non-probability sampling technique with the technique taken was purposive sampling. The sample used in study This as many as 361 people.

Types and sources of data used in study This using primary data where the data obtained sec direct from object study that is from respondent through deployment questionnaire on the patient who became family planning acceptors in practice midwife independent Rina listiani karawang .

Data analysis technique used in study This is analysis track with testing hypothesis in a manner partial and simultaneous

**RESULTS AND DISCUSSION****THEORITICAL REVIEW****Correlation Variable Perception Risk with Quality Service Health**

Based on research result earlier Which done by Sutinah & Nofrida Saswat (2020). About “Perception Stimulation Group Activity Therapy The Risks of Hallucinatory Clients at the Jambi Provincial Mental Hospital ”that there is correlation between perception risk And quality service health. From results research said that every field of business, especially service midwives Health has risks that can occur, with quality services given will minimize dissatisfaction consumer to service Which felt. With quality service Which Good risk Which happen on somethingproduct mind consumer Can distracted by that satisfaction felt.

**Influence Partial Variable Perception Risk with Interest Use**

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**RESEARCH METHODS**

**analysis Correlation**

Data analysis of the coefficient of determination is used to determine the size total influence from variable independent that is Perception Risk And Quality Health Services, the dependent variable is Interest in Using. Coefficient determination denoted with R2 represents proportion connection between X and Y. Coefficient values determination is between no (0) and (1). The R2 value approach (0) means ability variables independent in explain variable dependent very small . The value of R2 which is close to (1) means variables independent give almost all information Which needed to predict the independent variables.

**Table 2  
Analysis Results Correlation**

		<b>correlations</b>	
		PERCEPTION RISK	QUALITY SERVICE HEALTH
PERCEPTION RISK	Pearsons Correlation	1	.875 **
	Sig. (2-tailed)		.000
	N	361	361
QUALITY SERVICE HEALTH	Pearsons Correlation	.875 **	1
	Sig. (2-tailed)	.000	
	N	361	361

\*\* . Correlation is significant at the 0.01 levels (2-tailed).



From the results of the analysis obtained the magnitude of the correlation coefficient between variables free, namely Perception of Risk (X1) and Quality of Health Services (X2). rated as big 0.875. With thereby Perception Risk (X1) And Quality Health Services (X2) has a strong and two-way relationship because it is positive with the coefficient interval which is at 0.80 - 1.000 with Very Strong category. (Sugiyono, 2019: 184).

## Path Analysis

**Table 3**  
**Perception Path Coefficient Risk , Quality Health Services Against Interests in Using**

Model		Unstandardized Coefficients		standardized	Q	Sig.
		B	std. Error	Coefficients		
1	(Constant)	1,506	1,197	Betas	1,258	.209
	PERCEPTION RISK	.137	.042	.362	12,220	.000
	QUALITY SERVICE HEALTH	.409	.026	.624	14,955	.000

a. dependent Variables: INTEREST USE

**Source : Results Processing Data SPSS, Writer 2022**

### 1. Variable Path Coefficient Perception Risk Against Interests to Use

Based on Table 3 coefficients track variable Perception Risk (X1) to the variable Interest in Using (Y) is 0.362. These results show that contribution Perception Risk (X1) to variable Interest Use (Y) is as big 0.362. So that obtained equality  $Y = 0.362X1$ . Coefficient track Which describe magnitude contribution direct the risk perception variable (X1) contributes 0.362 to Interest Use (Y).

### 2. Variable Path Coefficient Quality Health Services Against Munat Using (Y)

Based on Table 3 coefficients track variable Quality Service Health (X 2 ) to Interest Using (Y) variable is 0.624 . this resultshow that contribution Quality Service Health (X 2 ) to Interest in Using (Y) is as big 0.624. The path coefficient that describes the magnitude of the variable's direct contribution Quality Service Health (X 2 ) give contribution as big 0.624 to Interest Use (Y).

### 3. Coefficient track Simultaneous Perception risk , Quality Health Services Against Interest in Using

Design Path Analysis (*Path Analysis*) variable Perceived Risk (X 1 ) and Quality of Health Services (X 2 ) and Interest in Using (Y) can be seen on picture in lower This:

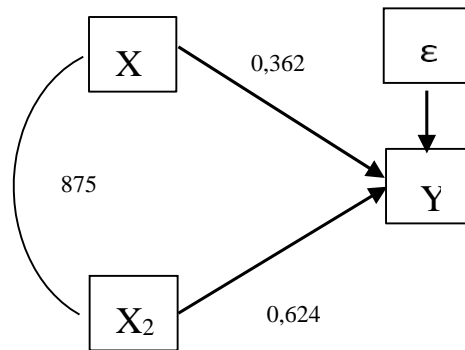


Figure 1  
 Perceptual Pathway Analysis Risk and quality Health Services Against Interest  
 in Using

Source : SPSS 23 data processing results , Researchers 2022

Based on Figure 4.49 above, it shows that the number of degrees positive associative or coefficient track variable Perception Risk (X1) 0.362 , more small from variable Quality Service Health (X2) 0.624 It means Quality ServiceHealth (X2) more big contribution to Interest Use (Y) compared to Perceived Risk (X1). As for Eq the path is  $Y = 0.362X_1 + 0.624X_2 + \epsilon$

**Determination Test**

**Table 4**  
**Coefficient Value**  
**Determination To Relations Between Variables**

Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	.988 a	.914	.913	2,975

a. Predictors: (Constant),  
 HEALTH SERVICE QUALITY ,  
 PERCEPTION RISK

Table 4 above point number r sq is 0.914 or by 91.4%. This shows that the coefficient is 0.853 or 85.3%, then Risk Perception and Quality of Health Services have a contribution to Interest Use as big 91.4%. Whereas the rest 08.6% explained by other factors Which No researched in this research (ε).

**Hypothesis Test**

**1. hypothesis Influence Variable kindly Partial**

Analysis hypothesis influential in a manner Partial between each variable free to variable bound as following:

**Table 5**  
**Variable Path Coefficient Perception risk and Quality Health Services Against Interest in Using**  
**Coefficients <sup>a</sup>**

Model		Unstandardized Coefficients		standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	1,506	1,197		1,258	.209
	PERCEPTION RISK	.137	.042	.362	12,220	.000
	QUALITY SERVICE HEALTH	.409	.026	.624	14,955	.000

a. dependent Variables: INTEREST USE

Source : Results Processing Data SPSS, Writer 2022

**a. hypothesis Influence Partial Perception Risk (X 1 ) to Interest Use (Y)**

For the partial effect of Perceived Risk (X 1 ) on Interest Use (Y) with level significant ( $\alpha$ ) = 5% And degrees freedom (dk) =  $n-2 = 361-2 = 359$ , so based on table distribution-t obtained t table value of 1.649. Based on Table 4.63 above, shows that t count = 12,220 and sig. 0.000. Perception EffectRisk (X 1 ) in a manner Partial to Interest Use (Y) can seen on table under This:

**Table 6**  
**Influence Partial Perception Risk Against Interests to Use**

Structural	Sig.	$\alpha$	t count	t table	Conclusion
pyx 1	0.000	0.05	12,220	1,649	H 0 rejected

Source: Results Processing Data, Writer 2022

Based on Table 6 in On, show that mark sig.(0.000) < (0.05) and t count (12,220) > t table (1.649) then H0 is rejected. With thereby can concluded that Perception Risk (X 1 ) in a mannerPartial influential significant to Interest Use (Y).

**b. hypothesis Influence Partial Quality Service Health (X 2 )to Interests Use (Y)**

For influence Partial Quality Service Health (X 2 ) to Interest in Using (Y) with a significant level ( $\alpha$ ) = 5% and degrees of freedom (dk) =  $n-2 = 361-2 = 359$ , then based on table t-distribution got mark t table as big 1,649. Based on Table 4.63 in On, show that t count = 14,955 And sig. 0.000. Influence Quality Service Health (X 2 ) in a manner Partial toInterest in Using (Y) can be seen on table under This:

**Table 7**  
**Influence Health Quality Against Interest in Using**

Structura l	Sig.	$\alpha$	t count	t tabl e	Conclusion
pyx 2	0.000	0.05	14,955	1,649	H 0 rejected

Source: Results Processing Data, Writer 2021

Based on Table 7 in On, show that mark sig.(0.000) < (0.05) and t count (14.955) > t table (1.649) then H 0 is rejected. With thereby can concluded that Quality ServiceHealth (X 2 ) partially has a significant effect on interest Use (Y).

**2. Testing hypothesis Influence Variable kindly Simultaneous**

For influence Perception Risk (X 1 ) And Quality Service Health (X 2 ) in a manner simultaneous to Interest Use (Y) withsignificance level (  $\alpha$  ) = 5% and degrees of freedom (dk) = n-2 = 361-2 = 359 obtained f table = 3.021 while f count can be seen in the table above below:

**Table 8**  
**Results Calculation Mark F**  
**ANOVA a**

Model		Sum of Squares	df	Means Square	F	Sig.
1	Regression	3298,418	2	1649,209	658,325	.000
	residual	778,580	358	2,175		b
	Total	4076,997	360			

a. dependent Variables: INTEREST USE

b. Predictors: (Constant), QUALITY SERVICE HEALTH, PERCEPTION RISK

Based on Table 8 in On, show that f count 658,325 = Andsig. 0.000. Effect of Perceived Risk (X 1 ) and Quality of Health Services (X 2 ) simultaneously on Interest in Using (Y) is shown in the table below below:

**Table 9 Influence Simultaneous Perception Risk (X1)**  
**Quality Service Health (X2)to Interests Use (Y)**

Structura l	Sig.	$\alpha$	f count	f tabl e	Conclusion
pyx 1 x 2	0.000	0.05	658,325	3,021	H 0 rejected

Source : Results Processing Data, Writer 2021

Based on Table 9 above, it shows that the sig. value (0.000) <  $\alpha$  (0.05) And f count (658,325) > f table (3,021) so  $H_0$  rejected. With thereby can concluded that Perceived Risk (X 1 ) and Quality of Health Services (X 2 ) effect simultaneously on Interest Use (Y).

## Discussion

### 1. Correlation Between Perceived Risk (X 1 ) and Quality of Health Services (X 2 )

Correlation between Perceived Risk and Quality of Health Services has a correlation coefficient value of 0.875 and has a strong relationship And in the same direction Because value positive. Matter This in line with study Which done by by (Sutinah, 2020) that there is a relationship Which direct And positive between Perception Risk And Quality Service Health. It is said that every field of business, especially service midwives Health services have risks that can occur, with quality services Which given will minimize dissatisfaction consumer to service Which felt. With good service quality the risks that occur in an product mind consumer Can distracted by satisfaction Which felt. Study Which done by (Kurniawan I., 2021) state that For minimize risk Which happen so need exists quality good health services especially safe for patients to avoid things Which No wanted.

Based on matter on can explained can concluded that Perceived Risk and Quality of Health Services have a strong correlation and positive, therefore risk control will be very good if supported with quality health services Which quality.

### 2. Influence Partial Between Perception Risk (X 1 ) And Quality Service Health (X 2 )

#### Against Interest Use (Y)

#### a. Influence Partial Perception Risk (X 1 ) To Interest Use (Y)

Partial Effect of Perceived Risk on Interest Using ie of 0.328 or 32.8%. This shows that Perception of Risk has positive and significant influence on Interest in Using. This is appropriate with research conducted by Singgih Priambodo & Bulan Prabawani (2016) showing that the Perception of Risk has a positive and significant effect on Interests to Use. It is said that Perception of Risk has a role Which very important For consumer moment do purchase, especially moment use service service health. Study Which done by (Irawan, 2019) state that Risk Which very fatal Which Can happen Because relate direct with health. Perception Risk Which small become consideration main for a patient moment using service service health.

Based on matter on can concluded that Perception Risk become one of the main factors to consider that influence interest use.

#### b. Influence Partial Quality Service Health (X 2 ) To Interest Using (Y)

Influence Partial Quality Service Health to Mnat Use that is as big 0.586 or 58.6%. Matter This show that Health Service Quality has a positive and significant influence on Interest in Using. This is consistent with research (Zebua, 2021) showing that the quality of health services has a positive effect And significant to Interest Use. It says that quality Health services are a benchmark for patients to choose something service health. Service health which Good will felt capable For meet patient needs that lead to patient satisfaction impact on interest use something service health Which The same previously. Research

conducted by (Veronica, 2021) states that quality service health Which Good become factor main for patient moment determine service health, with quality the good one And supported HR And facility Which qualified service service health will the maximum for patient. Based on matter on can concluded that Quality Service Health Which Good And quality become factor determinant moment patient define services service health.

### 3. Effect of Perceived Risk (X 1 ) and Quality of Health Services(X 2 ) To Interest Using(Y)

Perception Risk And Quality Service Health influential in a manner simultaneous to Interest in Using with the test criteria for the sig value.  $(0.000) < \alpha (0.05)$  And  $F_{\text{count}} (658,325) > F_{\text{table}} (3,021)$  so  $H_0$  rejected. Total influence Perception Risk And Quality Service Health to Interest Use as big 0.914. Matter This means around 91.4%. Interest Use influenced by Perception Risk And Quality Service Health, whereas the rest 08.6% explained by other factors not examined in this study ( $\epsilon$ ). From statement the so can is known that Perception Risk (X 1 ) And Quality Service Health(X 2 ) can influence Interest Use (Y). Matter This in line with study Kurniawan I., et. al (2021) that Perception Risk And Quality Service Health in a manner simultaneous influential significant to interest use. It says that something risk Which Can happen will become consideration patient in use service health, with supported service Which quality covers facility Which adequate And source Power Which competent will minimize risk Which Can happen And raises satisfaction patient Which impact on interest use will service health Which There is. Study Which done by Anisha & Sri dear (2017) state that Risk in A service health become factor main Which considered by patient, so from That with control risk Which Good patient will feel safe And believe For use service service health, with supported quality service quality health will raises interest patient in use service service health.

Based on the above it can be concluded that Perception control Risk And quality service Which Good become factor main Which need noticed that affect interest use.

## CONCLUSION

Based on the research that has been done, the conclusions that can be taken regarding the effect of Perceived Risk and Quality of Health Services to Interest Use acceptor KB in Practice Midwife Independent Rina Listiana Karawang is that Perception Risk with Quality Service Health own correlation or strong and positive relationship . \_ Risk is very close related with service health , because risks that occur will become consideration main moment somebody choose service service health . this \_ support study previously that Perception Risk And Quality Service Health own connection Which positive And significant . Perception Risk And Quality Service Health in a manner Partial own influence Which positive And significant to interest using . Matter This support study previously that Perception Risk And Quality Service Health influential in a manner Partial to Interest Using . Perception Risk And Quality Service Health in a manner simultaneous influential positive And significant to Interest Use. This means good Risk Perception and Quality control Service Health Which quality will increase Interest Use. So this research supports theory and research Which There is before .

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