

# **A Cross-sectional Study: Determinant of Health Seeking Behavior a Noncommunicable disease in two communities Rural and Urban areas, Java Island, Indonesia**

**Indah Jamiatun Hasanah<sup>1)\*</sup>**

<sup>1)</sup>*Graduates School of East Asian Studies, Yamaguchi University, Japan*

*email: [d002snu@yamaguchi-u.ac.jp](mailto:d002snu@yamaguchi-u.ac.jp)/[Indahjamiatun@gmail.com](mailto:Indahjamiatun@gmail.com) \**

## **Abstract**

Non-communicable diseases (NCDs) represent a significant global health challenge, with an estimated 41 million deaths annually, 86% of which occur in low- and middle-income countries. In Indonesia, the prevalence of NCDs, including conditions such as strokes, cancer, and chronic kidney disease, has increased in recent years. Health-seeking behavior (HSB) varies among individuals and is influenced by personal perspectives on wellness and illness. The factors influencing HSB among patients visiting health care facilities in two communities in urban and rural areas in Java Island, Indonesia remain unknown. The purpose of this study is to examine the factors influencing HSB patient with NCDs in the Indonesian health care system in two communities, rural and urban areas in Java Island, Indonesia. This study used both quantitative and qualitative study designs. The quantitative component utilized a cross-sectional design with multivariable logistic regression analysis for data analysis. The qualitative study employed the rapid assessment procedure design with in-depth interviews. Results showed significant relationships between behavioral economics-judgment ( $p = 0.01$ , OR = 2.484), evaluated need ( $p = 0.016$ , OR = 1.800), and labor status-informal sector ( $p = 0.031$ , OR = 0.489) with HSB among NCD patients. Patients with an assessment in behavioral economics-judgment were 2.5 times more likely to visit healthcare facilities, while those who received a health evaluation were 1.8 times more likely to seek care. However, respondents working in the informal sector had a 51.1% lower likelihood of seeking health services compared to unemployed individuals, a statistically significant finding ( $p < 0.05$ ). This research provided recommendations for enhancing the health service system in Indonesia, with a particular focus on the provision of information in the form of education, diagnosis, and referral, as well as a range of health information tailored to the needs of each patient with an NCD by health workers, including doctors and nurses. Furthermore, a distinctive methodology must be employed to engage with the non-formal sector's workforce, offering educational resources and facilitating activities designed to enhance the involvement of NCD patients in this demographic and encourage them to pursue treatment at healthcare facilities. This approach is essential for ensuring effective disease management. In conclusion, this study could provide information to improve the quality of healthcare for NCD patients and may serve as a model for other diseases worldwide.

## **Key words:**

Health seeking behavior, evaluated needs, behavior economics-judgment, labor status, rural and urban communities, noncommunicable diseases.