

***Health Information System Krama Bali Sejahtera (SIK-KBS) Public Services Innovation Improves Denpasar Community's Trust for Healthy Behavior Through Adaptation of New Habits***

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**ABSTRACT**

*During the pandemic Covid-19, the government in carrying out public services is required to be more effective and efficient by innovating services towards a better direction in order to improve quality, the Bali provincial government has innovated by launching the Sistem Informasi Kesehatan- Krama Bali Sejahtera (SIK-KBS) which aims to make it easier for people to access health services. However, in the development of this system, it is not yet known whether the SIK KBS service is able to increase public trust in healthy behavior in adapting to new habits. This study aims to determine the description of public service innovations in Denpasar City in increasing public confidence to behave healthily in adapting to new habits, especially in the community in Denpasar City. Data analysis in this study used Partial Least Square (PLS) with a sample of 200 respondents who accessed the measured SIK-KBS. R-square values are used to explain the correlation or influence of exogenous variables on endogenous variables, and testing of structural models can also be seen based on R-square values, namely the goodness of fit test value of the model on each variable applies to see how*

*strong the prediction of the structural model. The results of the SIK-KBS public service innovation assessment show that the Bali Provincial Government has a positive assessment with a score of 75.3 and is in the BB (innovative) public service innovation qualification level. Based on the significance value in the model, it is known that the statistical value of public trust is 0.718 and the statistical value of behavior change is 0.417 where the statistical value is greater than t-table which is 1.96 so that the SIK-KBS public service innovation is able to increase public trust in healthy behavior through adaptation of new habit.*

**Keywords:** *SIK-KBS, public service innovation, public trust, healthy behavior, adaptation of new habits.*

**INTRODUCTION**

Public service is a necessity that must be provided by a state to its people. Public services must have good quality so as to facilitate the community in carrying out their daily activities. In general, public services that exist today only focus on licensing services and population administration services but still lack

to pay attention to basic services such as education services and health services. Based on The Regional Autonomy Law No. 23 of 2014 in Article 12 on Local Government, mentions that one of the regulated services is health services<sup>1</sup>. Health care is one of the priorities of services that must be obtained equally by the community. The development of services in the field of health has been widely applied by the government both in the scope of regencies / cities. One area that is able to innovate or make changes to create services in the field of good health is the Provincial Government of Bali.

The Provincial Government of Bali is able to create one of the innovations or changes in public services in the field of health based on information technology to facilitate the public in obtaining regulatory information, regulations, policies, COVID-19 prevention education and health services such as knowing the location of the nearest health facility, service facilities provided by health facilities, queue numbers, availability of beds in health facilities, integrated medical history<sup>2</sup>. easily. The change or innovation is the result of Bali Regional Regulation No. 6 of 2020 on Health Implementation, which among others mandates that every health facility must organize an integrated health information system<sup>3</sup>.

The presence of SIK-KBS (Krama Bali Sejahtera Health Information System) as a foundation in improving health services in Bali is expected to control and develop public knowledge related to health services and be able to adopt healthy behaviors in situations of new life adaptation to a productive and safe society from COVID-19 in Bali Province<sup>4</sup>. SIK-KBS is one of the public service innovations designed as a strengthening of health services in Bali Province both promotive, preventive, curative and rehabilitative. This developed system aims to provide affordable, equitable, fair and quality public health services and is supported by the development of health history systems and

databases from Sub-District-based Balinese communities.

SIK-KBS facilitates the process of online information exchange that optimizes the flow of data to and from regency / city and data from province to center, so that at the central level there is priority health data and certain other health data to meet the needs of leaders in the decision-making process and health program managers. SIK-KBS integrates the location of health facilities, patient registration to each faskes, information on service facilities provided by faskes, queue numbers, availability of beds in the health sector, medical history that can be accessed by the community. SIK-KBS also provides information related to COVID-19 preventive health promotion activities in the pandemic period, regulations and policies related to the provision of services and information related to the development of healthy behaviors in the adaptation of new habits. To be able to increase public trust, the Bali Provincial Government continues to push to realize integrated and transparent health care governance. SIK-KBS is expected to increase public trust and encourage healthy behavior with information that is easily accessible and begun for the community. Public trust in the government is very important. Public trust in public service institutions can be improved by standards, laws, regulations and policies related to the provisions of both services and information provided, one of which is related to the development of healthy behaviors in the adaptation of new habits.

Previous research conducted by Arjuna (2017) it is known that public service innovation in the field of health carried out is influenced by the presence of human resources, adequate facilities and infrastructure and routine socialization activities<sup>5</sup>. Furthermore, research conducted by Handayani (2019) is known that government and community relations in the city of Bandung become closer and the role of local government is very important in serving the community to support

the potential of community creation and innovation<sup>6</sup>. Subsequent research conducted by Suandari (2020) found that the evaluation of SIK-KBS seen from the components of SIK indicators, data management, data management, information products, dissemination and data use is known that SIK-KBS Bali has a positive assessment that can be used in strengthening SIK at the national level<sup>7</sup>.

Public confidence in public or government services is usually measured based on an assessment of people's perceptions derived from the experiences of each individual. Public trust will arise when public or government services received by the community are able to reflect the performance of public services that are competent, reliable, honest, and able to meet the needs of the community<sup>8</sup>. Based on this, researchers want to examine the picture of public service innovation to behave healthy in increasing public confidence in undergoing new habit adaptation, especially in the community in Denpasar City. The special purpose in this study is to realize community participation by increasing knowledge, trust and development of people's habits regarding the concept of healthy behavior in the adaptation of new habits in Denpasar City.

## MATERIAL AND METHOD

This research was conducted to see the picture of SIK-KBS public service innovation in increasing the confidence of the people of Denpasar City to behave healthy when undergoing new habit adaptation, namely by conducting correlation studies to see the extent of the influence between each variable in the model. Endogenous variables in the study included public trust, while the exogenous variables in the study included novelty, productive impact and continuity to assess behavior from new habit adaptations measured from people's perceptions as public service users. The questionnaire in this study was

adapted from the public service perception index (IPIPP) measurement framework model built on several concepts from Malcolm Baldrige, Parasuraman, Public Service Innovation Information System (SINOVIK), community satisfaction survey (SKM) elements, and State Administration Innovation Criteria by State Administration Institutes (2017) which were further re-adjusted to the purpose of the study. Furthermore, the instrument / questionnaire is distributed to the community in Denpasar City with sample selection criteria, namely people aged 21-40 years domiciled in Denpasar City. Data collection time is June-July 2021<sup>9,10</sup>.

This study measures the success rate of public service innovation by increasing people's confidence to behave in healthy living in undergoing new habit adaptation using the IPIPP measurement framework model.

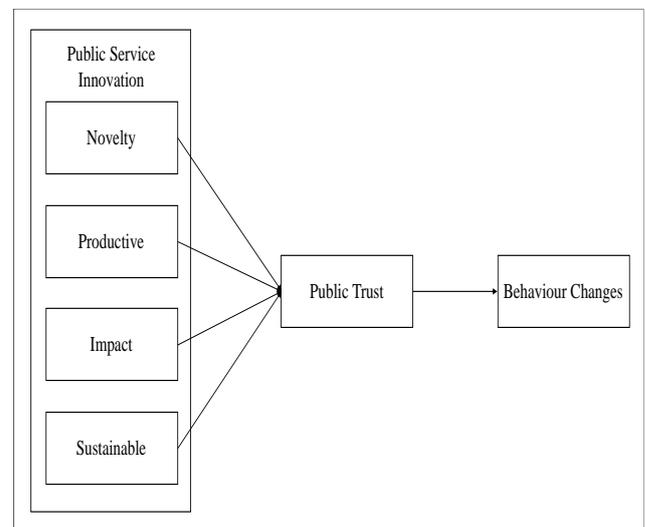


Figure 1. Research Model

Based on the framework of the research concept, then some hypotheses that can be developed from this research as can be seen in Figure 1 are:

- H1: Novelty variables affect public trust
- H2: Productive variables affect public trust
- H3: Variables affect public trust
- H4: Sustainable variables affect public trust

H5: Variables of public trust influence behavior

This research uses a type of quantitative research with sample techniques used is SEM-PLS sample determining<sup>11</sup>. As many as 200 people in Denpasar City consisting of people from North Denpasar, South Denpasar, East Denpasar and West Denpasar. The data was collected using an online questionnaire with the participating sample answering several questions in the study's questionnaire. This research questionnaire consists of 50 question items divided into three parts: a) information regarding KBS SIK, b) Demographic Characteristics, c) measurement of IPIPP models and measurements of public confidence and behavior changes. The third part of the questionnaire consisted of 40 items that had been adapted and adjusted from the IPIPP model according to the purpose of the study. The validity test and reliability test questionnaire was conducted on 30 people in Denpasar City, then tested using product moment correlation technique and generated a correlation score of  $(r) \geq 0.361$ , while for reliability test with cronbach alpha value  $> 0.6$ <sup>12</sup>.

All items in the third part of the questionnaire were measured using five-point likert scale i.e. strongly believe (SP), believe (P), Lack trust (KP), distrust (TP) and very distrust (STP). The processing and analysis of data for demographic data in this study used univariate analysis while the Partial Least Square (PLS) test was used for multivariate analysis to test pathway models that analyzed causal pathways related to predictors as well as pathway models that connect predictors with variables<sup>13</sup>. The hypothesis constructed using the intended two tailed direction that the result of the t-statistical value should be  $> 1.96$ . The stages of data analysis in this study are as follows: (1) validity test and reliability test of the model; (2) test the relationships between variables in the model; (3) test the confirmation of the formed model<sup>14,15</sup>. The International

University of Bali Ethics Commission number 01.029/UNBI/EC/IV/2021 has commissioned this research.

## RESULTS AND DISCUSSION

The process of collecting data on this study was carried out by filling out questionnaires distributed online with responses that had been received by as many as 200 respondents. Respondents to the study were mostly aged 19-23 years by 86 people (43%), while those aged 24-59 years by 112 people (56%), and respondents aged over the age of 60 years by 2 people (1%). Respondents were 75 men (37.5%), while women were 125 (62.5%). Furthermore, respondents domiciled in West Denpasar as many as 36 people (18%), domiciled in East Denpasar as many as 48 people (24%), domiciled in South Denpasar as many as 39 people (19.5%) and domiciled in North Denpasar as many as 77 people (38.5%). Respondents seen from their education level, received education at the high school level of 27 people (13.5%), Equivalent to an associate's degree of 19 people (9.5%), bachelor degree of 82 people (41%), Master degree of 70 people (35%) and finally doctoral degree of 2 people (1%).

Based on a questionnaire analysis of 200 respondents from the SIK-KBS service in Denpasar City, the user value of the perception of innovation index in public services was obtained at 75.3. Based on the value of the knowledge perception index, it is known that this value falls into the range of values obtained from 73.01 to 82.00 in public services so that the conclusion is that this value is included in the BB (innovative) category. This reflects that SIK-KBS public service innovation is already innovative, however, this innovation needs to be improved. The results of the analysis can be seen in Table 1.

Table 1. Details of SIK-KBS Public Service Innovation Perception Index

No	Aspects and Dimensions of Public Service Innovation	Average Value/ Value Weighted	Value/ Weight
	<i>Output (50%)</i>	3,789	1,89
1	Novelty (60%)	3,813	2,28
2	Productive (40%)	3,754	1,50
	<i>Outcome (50%)</i>	3,743	1,87
3	Impact (50%)	3,742	1,87
4	Sustainable (50%)	3,744	1,87
Total Output and Outcome Value		3,76	
Public Service Innovation Perception Index Value (Total Output and Outcome Value x (100/(answer scale)))		75,3	
Public Service Innovation Perception Index		BB	(inovatif)

The validity test and reliability test of the model are seen from the results of the outer model with convergent validity assessment results, discriminant validity assessment results and composite reliability assessment results. The results of the convergent validity assessment are known that the overall variable describes the compatibility between the indicator with the latent variable with the weakest acceptable measure of validity of the loading factor value of 0.5. Here are the results of the outer loading assessment that can be seen in Table 2.

Table 2. Outer Loading

Variable	Indicators	Outer Loading Value	Information
Novelty	X11	0.728	valid
	X12	0.756	valid
	X13	0.781	valid
	X14	0.783	valid
	X15	0.835	valid
	X16	0.773	valid
	X17	0.804	valid
	X18	0.682	valid
Productive	X21	0.825	valid

	X22	0.803	valid	
	X23	0.890	valid	
	X24	0.840	valid	
	X25	0.675	valid	
Impact	X31	0.830	valid	
	X32	0.894	valid	
	X33	0.801	valid	
	X34	0.781	valid	
	Sustainable	X41	0.694	valid
		X42	0.798	valid
X43		0.897	valid	
X44		0.816	valid	
X45		0.623	valid	
X46		0.686	valid	
Public Trust	Y11	0.675	valid	
	Y12	0.723	valid	
	Y13	0.778	valid	
	Y14	0.823	valid	
	Y15	0.788	valid	
	Y16	0.424	valid	
	Y17	0.548	valid	
	Y18	0.561	valid	
	Y19	0.469	valid	
	Y110	0.342	valid	
	Y111	0.729	valid	
	Y112	0.436	valid	
	Y113	0.695	valid	
	Y114	0.775	valid	
	Y115	0.697	valid	
Behavior Change	Y21	0.884	valid	
	Y22	0.905	valid	

The discriminant validity test on this research model showed that the loading value was greater than the value of each indicator on the variable compared to the loading value of the other variables so that from this research model it can be known that the whole variable can be declared valid. But the value of discriminant validity can also be seen from the AVE value in each variable, namely the AVE value >0.5 which is then the value of AVE compared to the value of the AVE root. The results of the assessment are illustrated in Table 3. Based on the results of the assessment, the six variables in this research model have AVE values above 0.5 and values of AVE roots are higher compared to the correlation results in

latent variables so it can be concluded that all variables in this research model are declared valid.

Table 3. Discriminant Validity Score with AVE

Variable	AVE	$\sqrt{\text{AVE}}$	Information
X1	0.591	0.768	valid
X2	0.656	0.809	valid
X3	0.685	0.827	valid
X4	0.575	0.758	valid
Y1	0.520	0.721	valid
Y2	0.800	0.894	valid

Based on the composite reliability value and the value of cronbach alpha on each variable it can be known that the results of the model reliability test in this study have a value above 0.7, so that the entire variable can be declared reliable.

Table 4. Composite Reliability and Cronbach Alpha

Variable	Composite reliability	Cronbach alpha	Information
X1	0.920	0.901	Reliable
X2	0.904	0.866	Reliable
X3	0.897	0.846	Reliable
X4	0.889	0.851	Reliable
Y1	0.911	0.895	Reliable
Y2	0.889	0.750	Reliable

In Table 4. You can see the results of the composite reliability test and the cronbach alpha value. Based on the results of the assessment it is known that the whole variable has a value of 0.7 so that it is declared reliable. Furthermore, to measure the suitability of the research model formed, in Partial Least Square (PLS) analysis uses structural (inner) model where the value of the inner model is used to see predictions between variables that have causal relationships. The inner model assessment is measured by looking at the value of the correlation between latent variables with the value  $r > 0.05$ , while the value of the path coefficients is seen if the value of  $r$  is valid,

then the path coefficients value can also be declared significant, then the R-square value in this study is used to see the diversity of the exogenous variable as a whole. In Table 5. You can see the R-square value is as follows.

Table 5. R-square value

Variable	R-square Value
Novelty (X1)	
Productive (X2)	
Impact (X3)	
Sustainable (X4)	
Public Trust (Y1)	0.718
Behavior Change (Y2)	0.417

Table 6. The value of significance can be known on the evaluation of the model used. The result sees a t-statistical value  $>$  t-table or a t-table value of 1.96. Furthermore, the hypothesis is constructed using a two tailed direction which means that the result of a t-statistical value must be  $> 1.96$ . The following is the result of an evaluation of the structural model of the Bootstrapping Report results that describe the overall model path has a positive and significant relationship.

Table 6. Path Coefficients Test

Path Diagram	Original Sample	t-statistik	Information
Novelty $\rightarrow$ Public Trust	0.138	2.092	Positive and significant
Productive $\rightarrow$ Public Trust	0.350	4.137	Positive and significant
Impact $\rightarrow$ Public Trust	0.225	3.317	Positive and significant
Sustainable $\rightarrow$ Public Trust	0.212	3.100	Positive and significant
Public Trust $\rightarrow$ Behavior Change	0.646	13.453	Positive and significant

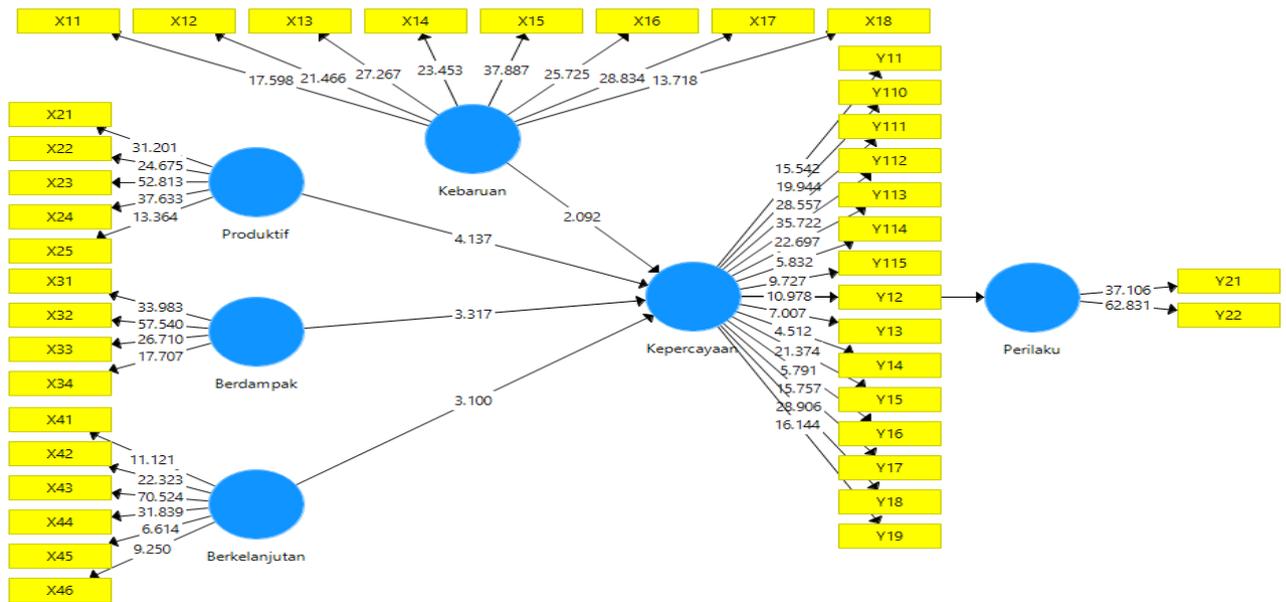


Figure 2. Path Diagram Output

Figure 2. It shows the value of outer loading, R-square value and total effect value and is also equipped with the results of the model conformity test of each indicator to variables, where the output value of outer loadings is obtained from smartPLS software addressed to pls algorithm report. Based on these results, it is known that the entire score is not below the value of 0.5, so there is no need to spend indicators from the path model.

The Provincial Government of Bali has tried to increase public confidence in the form of public service innovation, one of which is in the field of health, namely applied SIK-KBS. Assessment of success in public service innovation in Denpasar City with the presence of SIK-KBS is able to increase public confidence to behave healthy in undergoing adaptation of new habits. This is seen from the results of the assessment of public service innovation perception index in terms of output (novelty and productive) of 3,789, while the outcome aspect (impactful and sustainable) of 3,743 and the overall value of 75.3 with the level of public service innovation qualification is BB (innovative). Based on

these values, it shows that public service innovation in the field of health, namely SIK-KBS, which has been done in Denpasar City in improving information access services is innovative and all proposed hypotheses can be accepted with a t-statistic value of  $>1.96$ . The measure of success in public service innovation is one of them is the satisfaction of the community for changes that are in accordance with the needs of the community carried out by the government.

The government is always required by the community to be able to provide effective and efficient public services so that the government is expected to be able to make an innovation or change to the service that is carried out continuously in a better direction for the improvement of the quality of services provided. One of the driving indicators of public accountability that must be met by the government is the quality of service. And to be able to maintain the quality of service, a breakthrough or innovation is needed in developing and improving the public service system that is oriented to the community. A strong policy foundation related to the implementation of public

services in Indonesia is regulated in Law No. 25 of 2009 on public services. In Article 4 of the Law mentioned that in order for public services to be able to provide optimal results, the implementation of public services must be based on: 1) public interest, 2) legal certainty, 3) equal rights, 4) balance of rights, 5) professional, 6) participatory, 7) equality of treatment / non-discriminatory, 8) openness, 9) accountability, 10) facilities and special treatment for vulnerable groups, 11) punctuality, and 12) speed, ease and affordability. Based on this, innovation in public services is very important because it is needed in encouraging improvement of the quality, efficiency and effectiveness of governance<sup>16</sup>.

The quality of service is an important thing that determines people's trust in public services. The quality of service is basically the public perception of the services that are expected, needed, and desired by the community. With quality service, the community as a service recipient can provide a positive attitude and a negative attitude to the services provided by the government. Based on this, it will form an assessment of the government that provides services to determine the effectiveness of government performance. To increase public confidence in the government, of course, the government must innovate to make new breakthroughs to show the government's performance, namely serving the community with the best quality. The newness, productive, impactful and sustainable dimensions contained in the public service innovation variable mean that the innovation carried out has answered the needs of the community. SIK-KBS public service innovation in Bali Province has a legal umbrella regulated in Bali Regional Regulation No. 6 of 2020, so this

innovation will have sustainability guarantees.

According to PANRB Ministerial Regulation No. 30 of 2011 where based on the regulation that the government's duty is not only to provide satisfaction to the community, but also needs to be understood, accepted and trusted<sup>17</sup>. Public services such as SIK-KBS have been able to provide information and documentation services to the public quickly, precisely and accurately in the public interest so that public confidence in SIK-KBS has a positive value with an R-square value of 0.718. Public trust in the government means how effective the government's performance is. The low level of public trust in the government will have an impact on the success or failure of a government policy related to the acceptance or absence of information submitted by the government to the public<sup>18</sup>.

According to Han (2020) stated that high public trust in the government is significantly associated with the adoption of higher health measures<sup>19</sup>. In the context of the current COVID-19 pandemic, the adoption of higher health measures encourages one's compliance in adopting healthy behaviors. The results highlight the importance of public trust in governments as they are currently in pandemic control. However, research from Wong & Jensen (2020) conducted in Singapore on public trust where the study showed that the public will have high confidence in the government in line with the low level of risk felt by the community. Thus, this results in a low level of compliance with risk management measures taken and enforced by the government<sup>20</sup>.

The confidence of the people of Denpasar City towards healthy behavior changes has a positive value judging from the R-square value of 0.417. This shows that the diversity of trust variables can be

explained by novelty, productive and sustainable variables of 0.417 or 41.7%. This is because the people of Denpasar city have a positive perception related to public service innovation and communication efforts carried out by the government through SIK-KBS in risk management of pandemic situations and efforts to improve healthy behavior of the community. Most respondents also assessed that the risks felt or faced by the community were low because they felt the government had tried to provide transparent information and respondents considered that the Bali Provincial Government was competent and effective in taking action in providing new habit adaptation policies in the new normal.

The selection of information media must be adjusted to the characteristics of the community so that effective results can be obtained to convey messages or information about health<sup>21</sup>. Furthermore, the results of this study also validate the results of a study conducted by Han (2021), where the results of the study mentioned that higher trust in the government significantly affects the adoption of higher health measures<sup>19</sup>. Therefore, the Provincial Government of Bali has been considered able to handle the pandemic well and socialize information, and the government has been able to realize community participation by increasing knowledge, trust and development of people's habits regarding the concept of healthy behavior in the adaptation of new habits in Denpasar City. With clear and open knowledge related to COVID-19 in SIK-KBS is able to increase the level of public adoption in taking health measures. This result highlights the importance of the trust of the people of Denpasar City to the government in dealing with COVID-19.

## CONCLUSION

The results of this study indicate that SIK-KBS as a form of public service innovation in the health sector launched by the Bali Provincial Government is able to assist the government in realizing community participation by increasing knowledge, trust and developing community habits regarding the concept of healthy behavior and improving health services towards a productive and productive society and safe from Covid-19 in The Province Bali. This is evidenced by the overall hypothesis has a positive and significant effect. The next recommendation is that the government is expected to further socialize SIK-KBS to remote areas and develop SIK-KBS to be able to provide up-to-date information and be able to display doctor's practice schedules at various health service facilities.

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