

# A Service Ecosystem Model for Improving Healthcare Service Accessibility in Primary Care: A Micro Level Perspective

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## ABSTRACT

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Access to healthcare is one of the fundamental aspects of the health system. Everyone has the basic right to access the best possible health services without any form of discrimination. Accessibility is one of the measures in the context of social sustainability in healthcare, which refers to the capacity of a healthcare system to promote a better quality of life and enhance the overall well-being of a community (Mehra & Sharma, 2021). In a large developing country like Indonesia, the difficulties surrounding healthcare services are significantly intensified. Extensive and widespread healthcare access disparities pose significant challenges. These include inefficiency, limited accessibility, a lack of interoperability among relevant stakeholders, and various other obstacles. Despite recent efforts to enhance healthcare access, substantial factors remain contributing to the inconsistent delivery of services. These encompass fragmented and silos healthcare systems and a lack of integration (Kementerian Kesehatan Indonesia, 2021). Access is a concept that encompasses multiple dimensions. Various aspects of access can be evaluated in relation to the availability of health services, the utilization of health services, or the outcomes derived from health services (Gulliford et al., 2002). However, the conceptualization of access to healthcare services in Indonesia remains unclear, highlighting the challenges in measuring the health service monitoring and evaluation system. Not all aspects are measurable and have suitable measures (Kementerian Kesehatan Republik Indonesia, 2021). To assess access accurately, it is essential to consider a comprehensive set of measures that encompass the characteristics of services, providers, and systems, aligning them with the capabilities of individuals, households, and communities (Levesque et al., 2013).

**Keywords:** Service Ecosystem, Value Co-Creation, Healthcare Services, Healthcare Accessibility.