



## Analysis of the dimensions of health service quality on patient satisfaction at royal prima Marelان Hospital In 2024

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### Abstract

Patient satisfaction refers to a condition in which patients' expectations, needs, and desires are fulfilled by comparing the received services and their expectations. This research employs a quantitative, non-experimental method with a descriptive approach (cross-sectional survey) and associative analysis. The study was conducted at Royal Prima Marelان Hospital in 2024. Data analysis includes univariate, bivariate, and multivariate analyses (multiple logistic regression with the Enter method) with a significance level of 0.05. The results indicate that the variables of Physical Evidence (Tangibles), Reliability, Responsiveness, Assurance, and Empathy have p-values  $\leq 0.05$  at a significance level of 0.05. Therefore, it can be concluded that these variables have a relationship with patient satisfaction at Royal Prima Marelان Hospital in 2024. The main conclusion is that the empathy variable has the most significant influence, with a p-value of  $0.001 < 0.05$ . The obtained Odds Ratio (OR) value is 6.442, meaning that the ease of building relationships, good communication, and understanding of patients needs to have a 6.442 times higher chance of improving patient satisfaction at Royal Prima Marelان Hospital in 2024.

**Keywords:** Patient satisfaction, empathy, healthcare services

### Introduction

Patient satisfaction is achieved when health services meet their needs and wants. This can be accomplished through improving service quality and meeting patient needs (Patria and Amatiria 2017) [24]. Patient satisfaction is influenced by the patient's perception and assessment of the quality or quality of service received (Surasdiman, Gunawan, and Kadir 2019) [38]. Patient loyalty to the puskesmas is obtained through service satisfaction, creating comfort for patients to return to get benefits (Suwuh et al. 2018) [39]. Patient dissatisfaction can cause negative perceptions to spread, harming the image of health services (Pambudy 2016) [22]. According to the 2016 Indonesian Health Regulation, the minimum patient satisfaction standard is above 95% (Anzar, Sudirman, and Saputra, 2022) [1].

The concept of SERVQUAL dimensions by Parasuraman, Zeithaml, and Berry (1988) in (Radito 2014) evaluating service quality involves five main aspects, namely physical evidence, reliability, responsiveness, assurance, and empathy. The SERVQUAL model, which uses the RATER dimension, is the basis of research to measure the quality of health services (Rismayanti, Bata, and Kadir 2018) [33].

High-quality puskesmas services increase patient satisfaction, encourage loyalty, return to use, and recommend them to others (Rianasari 2019) [31]. Meutia's research (2019) [17] shows that physical evidence (tangible) has a significant effect on patient satisfaction at the Langsa Lama Health Center, with a t sig value  $< \alpha 5\%$  ( $0.038 < 0.05$ ) (Meutia and Andiny 2019) [17]. Mundung (2019) [19] states that the significance value for the effect of the perception variable of physical evidence (tangible) on patient satisfaction is 0.000 less than 0.05, and the calculated t value of 3.791 is more significant than 1.988 (Mundung, Wowor, and Maramisi 2019) [19]. Suwuh (2018) [39] states that statistically, there is a relationship between assurance and patient satisfaction at the Walantakan Health

Center, Langowan Utara District, with a significant p-value = 0.036 (Suwuh et al. 2018) [39].

Mulyaningsih (2013) [18] found a significant relationship (p-value = 0.000) between the variables of physical evidence, reliability, responsiveness, assurance, empathy, and patient satisfaction at the Ngawi Regency Health Center (Mulyaningsih 2013) [18]. Anzar (2022) [1] states that the Significance value (2-tailed) is 0.000, indicating a significant relationship between the Responsiveness variable (X2) and Patient Satisfaction (Y) (Anzar, Sudirman, and Saputra 2022) [1]. Based on the above background, the researcher is interested in examining and analyzing the effect of the dimensions of health service quality on patient satisfaction at Royal Prima Marelان Hospital in 2024.

### Research Methods

This research method is quantitative and non-experimental, with a descriptive approach (cross-sectional survey) and associative analysis. The research was conducted at Royal Prima Marelان Hospital in 2024, with an average population of 256 patients in the last three months. This study uses the Lameshow formula:

$$n = \frac{z^2 \frac{ap(1-p)N}{1-\frac{a}{2}}}{d^2(N-1) + z^2 \frac{ap(1-p)}{1-\frac{a}{2}}}$$

Notes

n = Number of respondents

N = Total population

p = Estimated proportion of 0.5

d = Precision level of 10% = 0.1

Z = 95% confidence level = 1.96 (a = 0.05)

$$n = \frac{(1.96)^2 (0.5) (1-0.5) 256}{(0.1)^2 (256-1) + (1.96)^2 (0.5) (1-0.5)}$$

$$n = \frac{245.86}{2.55 + 0.9604}$$

N = 70.04, adjusted and rounded by researchers to 70 samples.

This sampling was carried out using the incidental sampling technique based on chance. Data analysis used in this study was univariate, bivariate (Chi-Square test), and multivariate (multiple logistic regression) analysis with a significance level of p-value ( $p \leq 0.05$ ).

**Research Results**

**Table 1:** Overview of Respondent Characteristics at Royal Prima Marelan Hospital in 2024.

Category	Sub-Category	n	Percentage
Age	< 20 Years	6	9%
	21-30 Years	18	26%
	31-40 Years	14	20%
	≥ 41 Years	32	46%
	Total	70	100%
Gender	Male	24	24%
	Female	46	46%
	Total	70	100%
Education	SD (Elementary School)	8	11%
	SMP (Junior High School)	12	17%
	SMA (High School)	15	21%
	D3 (Third Diploma)	2	3%
	S1 (Bachelor)	33	47%
	Total	70	100%

Source: Primary data processed in 2024.

Based on Table 1, it can be seen that the results of the description of the characteristics of respondents in this study involved 70 respondents with details based on age category, gender, and education level. In the age category, the majority of respondents were over 41 years old (46%), followed by 21-30 years old (26%), 31-40 years old (20%), and less than 20 years old (9%). Regarding gender, respondents were evenly split between men (24%) and women (46%). Meanwhile, based on education level, the majority of respondents have a bachelor’s degree (47%), followed by high school (21%), junior high school (17%), and diploma (3%). This analysis provides a comprehensive picture of the respondents’ demographic characteristics, which can be essential in evaluating and designing appropriate research approaches.

Based on Table 2, it can be seen that out of 70 respondents, the results of the Chi-Square test obtained the results of the service satisfaction assessment based on several criteria, namely Reliability, Assurance, Tangibles, and Empathy. Service satisfaction analysis is carried out by paying attention to sub-categories such as reliability, assurance, tangibles, responsiveness, and empathy. In the reliability aspect, the majority of respondents expressed satisfaction, with 43 respondents satisfied and eight respondents dissatisfied, giving a percentage of 76% and 24%, respectively. The statistical test results show a p-value of 0.002, indicating high significance. Similarly, regarding assurance, 42 respondents expressed satisfaction, and six were dissatisfied, with a percentage of 77% and 23%, respectively. The p-value of 0.006 shows a significant difference between the satisfied and dissatisfied groups.

Regarding tangibles, 43 respondents expressed satisfaction, and eight were dissatisfied, with a percentage of 73% and 27%, respectively. The statistical test results show a p-value of 0.005. Regarding responsiveness, 41 respondents expressed satisfaction, and five respondents were dissatisfied, with a percentage of 66% and 34%, respectively. The p-value of 0.001 shows a significant difference. Finally, in the aspect of empathy, 39 respondents expressed satisfaction, and eight were dissatisfied, with a percentage of 67% and 33%, respectively. The p-value was 0.002, indicating a significant difference between the satisfied and dissatisfied groups on empathy. This analysis provides in-depth insight into the level of service satisfaction in each aspect, which can be the basis for service quality improvement.

**Table 2:** Chi-Square Test Table of Research Variables Analysis of the Dimensions of Health Service Quality on Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

Category	Sub-Category	Service Satisfaction		Total	P-Value
		Satisfied	Not Satisfied		
Reliability	Good	43	8	51	0.002
		61%	11%	73%	
	Not good	10	9	19	
Total	14%	13%	27%		
	53	17	70		
76%	24%	100%			
Assurance	Good	42	6	48	0.006
		60%	9%	69%	
	Not good	12	10	22	
Total	17%	14%	31%		
	54	16	70		
77%	23%	100%			
Tangibles	Good	43	8	51	0.005
		61%	11%	73%	
	Not good	7	12	19	
Total	10%	17%	27%		
	50	20	70		
71%	29%	100%			
Responsiveness	Good	41	5	46	0.001
		59%	7%	66%	
	Not good	8	16	24	
Total	11%	23%	34%		
	49	21	70		
70%	30%	100%			
Empathy	Good	39	8	47	0.002
		56%	11%	67%	
	Not good	10	13	23	
Total	14%	19%	33%		
	49	21	70		
70%	30%	100%			

Source: Primary data processed, 2024

**Table 3:** Logistic Regression Test Table Enter Method, Research Variables Analysis of the Dimensions of Health Service Quality on Patient Satisfaction at Royal Prima Marelan Hospital in 2024.

Variable	B	P value	OR	EXP(B)	
				Lower	Upper
Tangibles	-0.195	0.245	0.846	0.155	4.112
Reliability	1.001	0.008	2.723	0.964	7.736
Responsiveness	1.116	0.016	1.023	1.002	5.145
Assurance	1.016	0.004	2.743	0.903	8.454
Empathy	2.225	0.001	6.442	2.154	24.256

Source: Primary data processed, 2024.

Based on Table 3. it can be explained as follows that of the independent variables, namely physical evidence, reliability, responsiveness, assurance, and empathy which are thought to affect patient satisfaction at Royal Prima Marelان Hospital in 2024, the most influential variable is the empathy variable with a p-value of  $0.001 < 0.05$ . The OR value obtained is 6.442, meaning that ease of making relationships, good communication, and understanding the needs of patients has an opportunity of 6.442 times to increase patient satisfaction at Royal Prima Marelان Hospital in 2024.

## Discussion

### **The relationship between service quality variables from the Reliability to Patient Satisfaction dimension at Royal Prima Marelان Hospital in 2024.**

The results of the Chi-Square statistical test obtained a reliability variable p-value of 0.002 with a sig of 0.05. So statistically, the service quality variable from the Reliability dimension is related to Patient Satisfaction at Royal Prima Marelان Hospital in 2024. The results of this study are supported by Mundung (2019) <sup>[19]</sup>, which states that the significance value for the effect of the perception variable of physical evidence (tangible) on patient satisfaction is 0.000 less than 0.05 and the t value is 3.791 greater than 1.988 (Mundung, Wowor, and Maramisi 2019) <sup>[19]</sup>. In line with Meutia's research (2019) <sup>[17]</sup>, which states that the physical evidence variable (tangible)  $t \text{ sig} < \alpha 5\%$  ( $0.038 < 0.05$ ), it can be noted that physical evidence (tangible) has a significant effect on patient satisfaction at the Langsa Lama Health Center (Meutia and Andiny 2019) <sup>[17]</sup>.

Physical evidence or tangibles in health services include the physical appearance of facilities, equipment, supplies, human resources, and company communication materials. The level of patient satisfaction can only be achieved if the performance of the health services he receives is in line with or even exceeds his expectations. Conversely, patient dissatisfaction or disappointment will arise if the health service performance does not match their expectations. Thus, patient satisfaction can be defined as the level of feeling that occurs after the patient compares the performance of the health services he receives with his expectations. In this context, patient satisfaction is an essential indicator in evaluating the effectiveness and quality of health services because it can reflect the extent to which these services meet or even exceed the expectations of individuals who receive them (Surasdiman, Gunawan, and Kadir 2019) <sup>[38]</sup>.

### **The relationship between service quality variables from the Assurance dimension to Patient Satisfaction at Royal Prima Marelان Hospital in 2024.**

The results of the Chi-Square statistical test obtained a p-value of the Assurance variable of 0.006 with a sig of 0.05. So statistically, the service quality variable from the Assurance dimension is related to Patient Satisfaction at Royal Prima Marelان Hospital in 2024. The results of this study are supported by Suwuh (2018) <sup>[39]</sup>, who states that statistically, there is a relationship between assurance and patient satisfaction at the Walantakan Health Center, Langowan Utara District, with a significant p-value = 0.036 (Suwuh et al. 2018) <sup>[39]</sup>.

Service quality has a crucial role in the service industry, and in the context of health services, this is very applicable.

Patients, as customers, will experience satisfaction when they get service that meets their expectations. Patient satisfaction is a critical parameter in evaluating the effectiveness and quality of health services, as it reflects the extent to which the service meets or even exceeds the individual's expectations. Therefore, focusing on improving service quality is a must to maintain customer satisfaction while building a positive reputation and trust in the healthcare industry (Imran et al. 2021) <sup>[9]</sup>. Service quality is something that service providers must do well to gain a competitive advantage. Customers will look for evidence of the quality of the services offered and conclude about the quality of the places, people, equipment, symbols, and prices they feel. If the perceived service quality is the same or exceeds the expected service quality, then the service is said to be high quality and satisfies consumers.

In the face of increasingly fierce competition, service or service provider institutions must continuously pamper consumers or customers by providing the best service. Consumers now tend to look for products from companies that can deliver the best service, both in the form of goods and services. Service quality is a critical element in consumer perception and significantly impacts their satisfaction level. The higher the quality of service provided, the more positive the image of the institution or company will be in the eyes of consumers. Therefore, service providers, including in the field of health services at puskesmas, must be able to provide guarantees to patients as users of health services. This builds trust and makes the institution the first choice for consumers in meeting their health service needs (Radito 2014).

### **The relationship between service quality variables from the appearance dimension (Tangibles) to patient satisfaction at Royal Prima Marelان Hospital in 2024.**

The results of the Chi-Square statistical test obtained a p-value of the Display variable (Tangibles) of 0.005 with a sig of 0.05. So statistically, the service quality variable of the Display dimension (Tangibles) is related to Patient Satisfaction at Royal Prima Marelان Hospital in 2024. The results of this study received support from the findings of Mulyaningsih (2013) <sup>[18]</sup>, which stated that there was a significant relationship (p-value = 0.000) between the variables of physical evidence (tangibles), reliability, responsiveness, assurance, and empathy with patient satisfaction at the Ngawi Regency Health Center. This finding shows consistency between the research conducted and the results of previous studies, strengthening the implication that factors such as physical evidence, reliability, responsiveness, assurance, and empathy play an important role in shaping patient satisfaction in the healthcare environment. This significant relationship provides a basis for the Ngawi Regency Health Center to improve these aspects to improve service quality and overall patient satisfaction (Mulyaningsih 2013) <sup>[18]</sup>.

Meeting these standards provides a positive picture of the quality of Rasau Health Center's physical evidence, which can directly contribute to patient satisfaction with the health service. This evaluation is a solid basis for the Puskesmas to maintain or improve their physical evidence standards to improve the quality of services provided to the community continuously (Pambudy 2016) <sup>[22]</sup>.

### **The relationship between service quality variables from the Responsiveness dimension of Patient Satisfaction at Royal Prima Marelán Hospital in 2024.**

The results of the Chi-Square statistical test obtained a p-value of the Responsiveness variable of 0.001 with a sig of 0.05. So statistically, the service quality variable from the Responsiveness dimension is related to Patient Satisfaction at Royal Prima Marelán Hospital in 2024.

This study's results support the findings of Anzar (2022), which states that the Sig. (2-tailed) value is 0.000, indicating that the deal is smaller than 0.05, indicating a significant relationship between the Responsiveness variable (X2) and Patient Satisfaction (Y). In the SPSS output, a correlation coefficient of 0.870 is obtained, indicating a very high correlation strength. The positive correlation coefficient, 0.870, suggests that the direction of the variable relationship is positive at the Mabelopura Health Center in Palu City. This finding reinforces the research results and provides a deeper understanding of the strong relationship between the Responsiveness variable and the level of patient satisfaction in this health service environment. The implication is that improvement in responsiveness can be considered an effective strategy to increase patient satisfaction at the Mabelopura Health Center in Palu City (Anzar, Sudirman, and Saputra, 2022)<sup>[1]</sup>.

Responsiveness is the ability of a service to provide assistance and services that are appropriate and fast to its consumers. Evaluation of responsiveness often involves assessing the speed and accuracy of officers in delivering health services, including their readiness to handle patient complaints. The indicator of staff preparedness is one of the measures that can measure the extent to which health services can respond to patient needs and expectations. By understanding and improving responsiveness, a healthcare institution can ensure that its staff are prepared to provide adequate services and are responsive to patient needs and complaints, enhancing overall patient satisfaction levels.

### **The relationship between service quality variables from the Empathy dimension to Patient Satisfaction at Royal Prima Marelán Hospital in 2024.**

The results of the Chi-Square statistical test obtained the p-value of the Empathy variable of 0.000 with a sig of 0.02. So statistically, the service quality variable from the Empathy dimension is related to Patient Satisfaction at Royal Prima Marelán Hospital in 2024. The results of the multivariate analysis showed that the most influential variable is the empathy variable, with a p-value of 0.001 <0.05. The OR value obtained is 6.442, meaning that ease of relationship, good communication, and understanding of the needs of patients have an opportunity of 6.442 times to increase patient satisfaction at Royal Prima Marelán Hospital in 2024.

The results of this study support the findings of Partia (2017), which states that through the Chi-Square test analysis, a p-value of 0.002 (<0.05) was obtained. This significant p-value indicates a significant relationship between patient perceptions of health care providers' caring attitude (empathy) and general outpatient satisfaction at UPT Puskesmas Branti Raya, South Lampung Regency, in a particular year. This finding confirms that the caring attitude of health workers can affect patient satisfaction. The implication is that understanding and applying an excellent,

caring attitude in health services can increase patient satisfaction at the Puskesmas (Patria and Amatiria 2017)<sup>[24]</sup>. In general, the quality of health services for a patient can be measured through the level of satisfaction he feels with the services received. Good quality in the context of health services is often related to several factors, such as recovery from illness, improvement in health status, speed of service, pleasant treatment environment, friendliness of officers, ease of procedures, completeness of tools, availability of medicines, and affordable costs. In this sense, quality of care includes medical aspects and other factors that affect the patient's overall experience during health care.

The level of patient satisfaction reflects the quality of health services received, and the fulfillment of patient expectations on these various aspects can contribute positively to the image and reputation of health institutions. Therefore, efforts to ensure the availability, reliability, and convenience of health services and other factors that create a positive patient experience can be considered vital measures to improve the overall quality of health services (Sumarni S 2015)<sup>[37]</sup>.

Although subjective, the quality of health services assessed by patients still has an objective basis based on past experience, level of education, psychological conditions at the time of service, and the influence of the surrounding environment. The patient's assessment of health care quality depends on medical technical aspects and the interpersonal relationship between the patient and the health care provider. In assessing the performance of health care providers, two central elements need to be considered, namely medical techniques and interpersonal relationships. The medical technique aspect includes expertise and skills in medical actions that involve diagnosing, treating, and caring for patients. On the other hand, interpersonal relationships include healthcare providers' communication skills, empathy, and caring attitudes in interacting with patients. These two elements complement each other to create a holistic and satisfying patient healthcare experience. Thus, although healthcare quality assessment has an element of subjectivity, objective characteristics such as technical competence and interpersonal interactions play a crucial role in shaping the patient's view of the quality of service received (Imran et al. 2021)<sup>[9]</sup>. Public satisfaction with services is essential in developing a service delivery system responsive to customer needs, minimizing costs and time, and maximizing the impact of services on the target population. According to Zeithaml, Parasuraman, and Berry (Rianasari 2019)<sup>[31]</sup>, getting public satisfaction lies in the five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangible evidence. Patient satisfaction is an essential aspect of health services and is considered a significant factor in evaluating the output of these services. Patient dissatisfaction can significantly negatively impact the achievement of healthcare goals. Therefore, creating high levels of patient satisfaction is considered a top priority in efforts to improve service quality. Attention to patient satisfaction reflects.

### **Conclusions**

Based on the results of research and discussion, the conclusions that can be drawn from this research are:

1. The variables of Physical Evidence (Tangibles), Reliability, Responsiveness, Assurance, and empathy have a p-value  $\leq 0.05$  with a significant level of 0.05. Therefore, it can be stated that these variables have a

relationship with Patient Satisfaction at Royal Prima Marelana Hospital in 2024.

- The results of multivariate analysis showed that the most influential variable was the empathy variable, with a p-value of 0.001 < 0.05. The OR value obtained is 6.442, meaning that ease of relationship, good communication, and understanding of the needs of patients have an opportunity of 6.442 times to increase patient satisfaction at Royal Prima Marelana Hospital in 2024.

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