

Evaluation of the Relationship Between Health Service Quality and Patient Satisfaction in the Outpatient Department of Tarutung Regional Public Hospital in 2023

Evaluasi Hubungan Kualitas Pelayanan Kesehatan Terhadap Kepuasan Pasien di Instalasi Rawat Jalan Rumah Sakit Umum Daerah Tarutung Tahun 2023

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Abstract

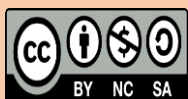
This study aims to evaluate the relationship between the quality of healthcare services and patient satisfaction at the Outpatient Installation of Tarutung Regional General Hospital in 2023. The research employed a cross-sectional design, focusing on five dimensions of service quality: tangible (facilities), reliability, responsiveness, assurance (quality assurance), and empathy. Data were collected through questionnaires administered to 96 outpatients from September 2023 to February 2024. The results indicate excellent overall service quality at the Outpatient Installation of Tarutung Regional General Hospital. However, certain dimensions require improvement, such as responsiveness (10.5% rated as poor), assurance (6.10%), tangible (6.30%), empathy (5.20%), and reliability (9.40%). While 72.9% of patients expressed satisfaction, 27.1% reported dissatisfaction. Statistical analysis revealed a significant relationship between healthcare service quality and patient satisfaction ($p < 0.05$). These findings underscore the importance of enhancing service quality, particularly in the underperforming dimensions, to improve patient satisfaction. This study provides practical contributions for hospital management in designing strategies to improve the quality of service.

Keywords: Evaluation, Service Quality, Satisfaction, Outpatient Installation, Tarutung Regional Hospital

Abstrak

Penelitian ini bertujuan untuk mengevaluasi hubungan antara kualitas pelayanan kesehatan dan kepuasan pasien di Instalasi Rawat Jalan RSUD Tarutung tahun 2023. Studi ini menggunakan desain cross-sectional dengan fokus pada lima dimensi kualitas pelayanan, yaitu *tangible* (sarana-prasarana), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan mutu), dan *empathy* (kepedulian). Data dikumpulkan melalui kuesioner yang diberikan kepada 96 pasien rawat jalan dari September 2023 hingga Februari 2024. Hasil penelitian menunjukkan bahwa secara umum, kualitas pelayanan di Instalasi Rawat Jalan RSUD Tarutung dinilai sangat baik. Namun, terdapat beberapa dimensi yang perlu ditingkatkan, seperti *responsiveness* (10,5% tidak baik), *assurance* (6,10%), *tangible* (6,30%), *empathy* (5,20%), dan *reliability* (9,40%). Sebanyak 72,9% pasien merasa puas, sementara 27,1% menyatakan ketidakpuasan. Analisis statistik mengungkapkan hubungan yang signifikan antara kualitas pelayanan kesehatan dan kepuasan pasien ($p < 0,05$). Temuan ini menekankan pentingnya peningkatan kualitas pelayanan, khususnya pada dimensi yang masih kurang, untuk meningkatkan kepuasan pasien. Studi ini memberikan kontribusi praktis bagi manajemen rumah sakit dalam merancang strategi peningkatan kualitas pelayanan.

Kata Kunci: Evaluasi, Kualitas Pelayanan, Kepuasan, Instalasi Rawat Jalan, RSUD Tarutung



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Introduction

Health services are all efforts, carried out individually or together in an organization, to maintain and improve health, prevent and cure diseases, and restore the health of individuals, families, groups, or communities. The problem that hospitals often face in general is that hospitals have not been able to provide something that service users expect. The main factor is that the services offered are of low quality, so they have not been able to produce the services expected by patients. Hospitals are organizations that sell services, so quality service is a demand that must be met. If patients are unsatisfied with the quality of service provided, they tend to decide not to make repeat visits to the hospital. [1].

Health is one of society's basic needs and is essential in supporting daily activities. As society's standard of living increases, society's needs, expectations, and demands for the quality of health also increase. This situation requires health service providers such as hospitals to improve the quality of service and provide satisfaction for consumers as users of health services. [2].

According to the Regulation of the Minister of Health of the Republic of Indonesia No. 30 of 2019, a hospital is a health service institution that provides comprehensive individual health services and inpatient, outpatient, and emergency services. A general hospital provides health services for all fields and types of diseases. A government hospital is a technical implementation unit of a government agency whose primary duties and functions are in the health sector or other government agencies. [3].

The quality of service marks the success of a hospital in carrying out its functions. To realize this, a hospital should be professionally managed by competent human resources and have supporting facilities and infrastructure available. Good service quality is one factor that influences the level of patient satisfaction. [4].

Currently, the quality of service from a health facility is fulfilled. Because of the importance of the quality of service, previous researchers have proven how the concept of quality health services is by measuring the quality of service perceived from the perspective of users (patients), which is developed from the dimensions of service quality (Service Quality) which includes infrastructure, personnel quality, clinical service processes, administrative processes, security, trust in health services, and access. [5].

Health facilities must make proper plans to face competition in the world by creating and improving the quality of services they provide. There are three types of service quality assessments based on consumer perspectives. Hospitals are part of advanced health facilities with tiered referral policies. One of the services provided in hospitals is outpatient services, which are often likened to the "gateway" of the hospital, where the quality of this service will significantly influence the patient's decision to continue or not to use the hospital's services. If, in this service, patients get excellent service that is appropriate or even exceeds patient expectations, then a positive attitude towards the outpatient service will be formed. [6]. In addition, patients who feel satisfied will make repeat visits and tell others about their experiences; on the other hand, if they feel dissatisfied, they will switch to looking for different services and tell others about their bad experiences. [7].

Patient satisfaction will create a harmonious relationship between the service provider institution and its customers, provide a reasonable basis for reuse, create interest in repeat visits, and form a word-of-mouth recommendation that benefits the hospital [8]. To achieve this satisfaction, it is necessary to organize quality health services according to five dimensions of quality: tangible (facilities and infrastructure), reliability (reliability), responsiveness (responsiveness), assurance (quality assurance), and empathy (concern) [9].

Tarutung Regional General Hospital is the only class B regional hospital owned by the government in Tarutung District, North Tapanuli Regency, precisely in Hutatoruan X Village. This hospital was built in 1918. This hospital has a strategic location and is easily accessible to the public because it is in the city center of Tarutung City. Most of North Tapanuli Regency's people receive outpatient and inpatient treatment at this hospital. As the only government-owned hospital in North Tapanuli Regency, this hospital is inseparable from the spotlight of the people of North Tapanuli, so each individual in society will provide different perceptions about this hospital.

One of the facilities that can provide health services in hospitals is the outpatient installation. Based on data from the Tarutung Regional Hospital profile book in 2022, the number of patient visits to the Outpatient Installation continues to increase, namely 37,417 patients in 2021 and rising rapidly to 56,500 patients in 2022. With the increase in visits, hospitals should also improve the quality of service because the quality of service affects the level of patient satisfaction, ultimately impacting the level of patient visits. Because the indicator of service success is the level of public satisfaction [10]. Therefore, as a health service industry, hospitals must assess service quality through customer satisfaction assessments. Measuring satisfaction is one indicator that determines the quality of subjective hospital services. [11]. A good evaluation must consist of 2 types of measurements, namely those oriented towards the process and those oriented towards the results, where the five dimensions of Parasuraman's quality that are included in the type of measurement that is oriented towards the results are Tangible (Formation) and those oriented towards the process are Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee/Confidence) and Empathy (Empathy) [12].

In the initial survey conducted by researchers at Tarutung Regional Hospital, researchers interviewed patients in the outpatient installation. The interview results showed that six 14 patients were satisfied with the services. Eight other people said they were not yet happy with the services from the Tarutung Regional Hospital Outpatient Installation and considered it disappointing. Reviewed from the 5 (five) dimensions of service quality assessed in the questionnaire questions, patients felt quite satisfied with the aspects of quality assurance, facilities and infrastructure (tangible), and concern (empathy). This contrasts patients' dissatisfaction with the elements of responsiveness and reliability.

Experimental Section

Type and Design of Research

This type of research is observational analysis with cross-sectional design, which is research by observation or data collection conducted simultaneously at a particular time by studying the relationship between risk and effect factors. This study aims to determine the relationship between the quality of health services and patient satisfaction at the Outpatient Installation of the Tarutung Regional General Hospital.

Location and Time of Research

This study was conducted at the Outpatient Installation of Tarutung Regional General Hospital from September 2023 to February 2024.

Sample

The sample in this study consisted of patients who came for treatment at the outpatient installation and received health services. The number of samples required was 96 people.

Measurement Method

a. Measurement Method of Independent Variable

The measurement aspect in this study is based on respondents' answers to questions provided in the questionnaire and adjusted to the problems studied. The measurement method of health service satisfaction indicator variables includes responsiveness, quality assurance, tangible facilities, empathy, and reliability—measurement Method of Dependent Variable.

The measurement method of the dependent variable, which is the respondents' satisfaction with health services at the Outpatient Installation of the Tarutung Regional General Hospital, is assessed based on their answers to the questionnaire.

Data Collection Methods

Researchers used primary data to obtain data in this study. Data collection began by interviewing respondents who received health services at the Outpatient Installation of Tarutung Regional General Hospital and were included in the inclusion criteria. Researchers asked about age, gender, occupation, and several questions regarding service quality and satisfaction dimensions. It is hoped that respondents will provide accurate responses to the questions asked in the questionnaire.

Data Analysis

a. Univariate Analysis

Univariate analysis focuses on the depiction or description of the data obtained, describing the frequency distribution of each independent variable, namely the indicator of satisfaction and the level of patient satisfaction with health services at the Outpatient Installation of the Tarutung Regional General Hospital.

b. Bivariate Analysis

Bivariate analysis uses the chi-square significance test to determine the relationship between the quality of health services and patient satisfaction at the Tarutung Regional General Hospital's outpatient installation.

Results and Discussion

Description of Research Location

Tarutung Regional General Hospital, located at Jalan Haji Agus Salim No. 1, is a Class B Regional General Hospital which is one of the referral hospitals located in the North Tapanuli region, North Sumatra. This hospital provides specialist medical services, namely general practitioners, dentists, essential specialist doctors, supporting specialists, etc. Based on Tarutung Regional Regulation Number 7 of 2012, concerning the establishment of the Organization and work procedures of the Tarutung Regional General Hospital and the inauguration of the Tarutung Regional General Hospital building by the Regent of North Tapanuli on January 26, 1978, which states the Description of the Main Tasks and functions of the Tarutung Regional Hospital. Tarutung Regional Hospital has the task of implementing health efforts efficiently and effectively by prioritizing healing (curative) and recovery (rehabilitative) efforts, which are carried out in a harmonious and integrated manner with promotive and preventive efforts and health referral services, as well as organizing education and training, research and development in the health sector.

Respondent Characteristics

The frequency distribution of respondent characteristics in the Outpatient Installation of Tarutung Hospital can be seen in Table 1.

Table 1. Frequency Distribution of Respondent Characteristics in Outpatient Treatment at Tarutung Regional Hospital.

Respondent Characteristics	N	%
Age		
<20 Years old	10	10.4
20-24 Years old	12	12.5
25-29 Years old	12	12.5
30-34 Years old	9	9.4
35-39 Years old	13	13.5
40-44 Years old	15	15.6
45-49 Years old	10	10.4
>50 Years old	15	15.6
Total	96	100
Level of education	3	3.1
Did not Finish Elementary School	15	15.6
Junior High School	6	6.3
High School	45	46.9

College	27	28.1
Total	96	100
Work		
Civil servants	19	19.8
Self-employed	13	13.5
Employee/laborer	30	31.3
Farmer	34	35.4
Total	96	100
Type of Health Services		
JKN/BPJS Mandiri	18	18.8
JKN/BPJS PBI	47	49
Private insurance	12	12.5
General Patients	19	19.8
Total	96	100

Table 1 shows that as many as 41.6% or more respondents in the Outpatient Installation of Tarutung Regional Hospital were >40 years old, and 46.9% had the highest high school education level. As many as 35.4 respondents worked as farmers. At the same time, regarding the type of health services used, it was 67.8% or more than half of the sample size.

Univariate Analysis Results

a. Dependent Variable

Patient Satisfaction in the Outpatient Installation of Tarutung Hospital.

Table 2. Patient Satisfaction in the Outpatient Installation of Tarutung Hospital

Patient Satisfaction	N	%
Not Satisfied	26	27.1
Satisfied	70	72.9
Total	96	100.0

Table 2 shows that 72.9% of respondents felt satisfied with the quality of health services at the Outpatient Installation of Tarutung Regional Hospital, but 27.1% were not happy with the services provided.

b. Independent Variables

Frequency Distribution of Independent Variables in the Outpatient Installation of Tarutung Hospital.

Table 3 shows that as many as 78.1% of respondents or patients stated that the quality of health services from the responsiveness dimension at the Outpatient Installation of Tarutung Hospital was excellent, as many as 74.0% of respondents or patients stated that the quality of health services from the quality assurance dimension at the Outpatient Installation of Tarutung Hospital was excellent, as many as 65.6% of respondents or patients stated that the quality of health services from the tangible infrastructure dimension at the Outpatient Installation of Tarutung Hospital was excellent, as many as 84.4% of respondents or patients stated that the quality of health services from the empathy dimension at the Outpatient Installation of Tarutung Hospital was excellent. As many as 61.5% of respondents or patients stated that the quality of health services from the reliability dimension at the Outpatient Installation of Tarutung Hospital was excellent.

Table 3. Frequency Distribution of Independent Variables in the Outpatient Installation of Tarutung Hospital

Variable	N	%
Responsiveness		
Very Bad	4	4.2
Not Good	6	6.3
Good	11	11.5
Very Good	75	78.1
Assurance		
Very Bad	3	3.1
Not Good	3	3.1
Good	19	19.8
Very Good	71	74.0
Tangible		
Very Bad	2	2.1
Not Good	4	4.2
Good	27	28.1
Very Good	63	65.6
Empathy		
Very Bad	3	3.1
Not Good	2	2.1
Good	10	10.4
Very Good	81	84.4
Reliability		
Very Bad	5	5.2
Not Good	4	4.2
Good	28	29.2
Very Good	59	61.5

Bivariate Analysis Results

Table 4. Relationship between the quality of health services from the responsiveness dimension and patient satisfaction at the Outpatient Installation of Tarutung Regional Hospital in 2023

Variable	Patient Satisfaction				Total	<i>p-value</i>	
	Not		satisfied				
	satisfied						
	n	%	n	%	N	%	
Responsiveness							
Very Bad	3	3.1	1	1.0	4	4.2	0,002
Not good	3	3.1	3	3.1	6	6.3	
Good	5	5.2	6	6.3	11	11.5	
Very good	15	15.6	60	62.5	75	78.1	
Total	26	17.0	79	73.0	96	100	

Table 4 shows that the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital is higher in the responsiveness category of perfect (78.1%) than in the responsiveness category of very poor. There is a significant relationship between the quality of health services from the responsiveness dimension and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Table 5. Relationship between the quality of health services from the quality assurance dimension and patient satisfaction at the Outpatient Installation of Tarutung Regional Hospital in 2023

Variable	Patient Satisfaction				Total		<i>p-value</i>
	Not satisfied		Satisfied				
	n	%	n	%	N	%	
<i>Assurance</i>							
Very Bad	3	3.1	0	0.00	3	3.10	0,000
Not good	0	00.0	3	3.1	3	3.10	
Good	11	11,5	8	8.3	19	19.8	
Very good	12	12.5	59	61.5	71	74.0	
Total	26	27.1	70	72.9	96	100	

Table 5 shows that the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital is higher in the assurance category of perfect (74.0%) than in the assurance category of not good. There is a significant relationship between the quality of health services from the quality assurance dimension and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Table 6. Relationship between the quality of health services from the dimension of facilities and infrastructure (tangible) with patient satisfaction at the Outpatient Installation of Tarutung Regional Hospital in 2023

Variable	Patient Satisfaction				Total		<i>p-value</i>
	Not satisfied		Satisfied		N	%	
	n	%	n	%			
<i>Tangible</i>							
Very Bad	2	2.1	0	0.00	2	2.10	0,001
Not good	4	4.2	0	0.00	4	4.20	
Good	7	7.3	20	20.8	27	28.1	
Very good	13	13.5	50	52.1	63	65.6	
Total	26	26.1	70	72.9	96	100	

Table 6 shows that the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital is higher in the outstanding tangible category (65.6%) than in the not-good tangible category. There is a significant relationship between the quality of health services from the facility-infrastructure dimension (tangible) and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Table 7. Relationship between the quality of health services from the dimension of empathy and patient satisfaction at the Outpatient Installation of Tarutung Regional Hospital in 2023

Variable	Patient Satisfaction				Total		<i>p-value</i>
	Not satisfied		Satisfied		N	%	
	n	%	n	%			
<i>Empathy</i>							
Very Bad	3	3.10	0	00.0	3	3.10	0,000
Not good	2	2.10	0	00.0	2	2.10	
Good	6	6.30	4	4.20	10	10.4	
Very good	15	15.6	66	68.6	81	84.4	
Total	26	27.10	70	72.9	96	100	

Table 7 shows that the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital is higher in the empathy category of perfect (84.4%) than in the empathy category of not good. There is a significant relationship between the quality of health services from the dimension of caring (empathy) and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Table 8. Relationship between the quality of health services from the dimension of reliability and patient satisfaction at the Outpatient Installation of Tarutung Hospital in 2023

Variable	Patient Satisfaction				Total		<i>p-value</i>
	Not satisfied		Satisfied		N	%	
	n	%	n	%			
<i>Reliability</i>							
Very Bad	5	5.20	0	5.20	5	5.20	0,000
Not good	4	4.20	0	0.00	4	4.20	
Good	7	7.30	21	21.9	28	29.2	
Very good	10	10.4	49	51.0	59	61.5	
Total	26	27.1	70	72.9	96	100	

Table 8 shows that the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital is higher in the outstanding reliability category (61.5%) than in the poor reliability category. There is a significant relationship between the quality of health services from the reliability dimension and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

The relationship between the quality of health services from the responsiveness dimension and patient satisfaction at the Outpatient Installation of Tarutung Hospital in 2023

Based on research findings on patient satisfaction at the Outpatient Installation of Tarutung Hospital, it was found that the proportion of satisfaction in the perfect responsiveness category reached 78.1%, significantly higher than in the poor responsiveness category. This aligns with the findings of Halawa et al., which indicate that responsiveness is a dominant factor influencing patient satisfaction in healthcare facilities [13]. This study also emphasizes the importance of healthcare service quality in the direct and significant relationship between the responsiveness dimension and patient satisfaction, as evidenced by a p -value of < 0.05 .

The indicators used in this study include patient responses regarding the ease of contacting healthcare staff when assistance is needed and the time allocated to answer questions. This is consistent with a survey by Yuliani et al., which highlights that improving the ability to provide quick responses is crucial in enhancing patient satisfaction [14]. However, some respondents at Tarutung Hospital revealed that healthcare staff could not always provide clear information; instead, they merely directed patients to specific sections for further details. These findings align with research by Nugraha et al., which warns that inadequate complaint handling can affect patient experiences and, ultimately, the reputation of healthcare services [15].

Dissatisfaction with healthcare services can spread rapidly from one individual to another, significantly impacting the hospital's image. Research conducted by Taufiqurokhman et al. reinforces this, noting that the responsiveness of additional healthcare services directly impacts patient satisfaction [16]. This suggests that the readiness of healthcare staff to provide assistance and answer questions is crucial in determining patient satisfaction, underscoring the central role of the responsiveness dimension in healthcare service quality.

Thus, various studies have confirmed the relationship between healthcare service quality through the responsiveness dimension and patient satisfaction. For example, research by Imran et al. shows that responsiveness significantly contributes to the overall patient experience [15].

The study on the relationship between healthcare service quality and patient satisfaction at the Outpatient Installation of Tarutung Hospital indicates that patient satisfaction is higher in the perfect responsiveness category (78.1%) than the poor responsiveness category. These findings align with Nursalam's assertion that responsiveness is crucial in assessing healthcare service quality [9]. Responsiveness encompasses competence, courtesy, and credibility of healthcare staff (ern) [17]. These three sub-dimensions directly contribute to patients' perceptions of the services provided and reflect the ability of healthcare personnel to deliver accurate information and build trust [18]. Competence encompasses the skills and knowledge employees possess to deliver services effectively, ensuring they can meet customer needs professionally. Courtesy reflects employees' friendliness, attention, and attitude in their interactions, which play a crucial role in shaping customer perceptions and satisfaction. Meanwhile, credibility relates to trust in the company, including its

reputation and achievements, which influence customers' confidence in the quality and reliability of the services provided.

Furthermore, the significant relationship between healthcare service quality, particularly from the assurance dimension, and patient satisfaction ($p < 0.05$) suggests that service quality directly impacts patient satisfaction, particularly in attentiveness and responsiveness to patient needs. Research indicates that healthcare providers' effective communication, reliability, and attentiveness are crucial in enhancing patients' experiences and overall satisfaction with hospital services [19,20]. Six primary factors contribute to patient satisfaction, including healthcare professionals' interpersonal skills, competence, and the physical quality of healthcare facility environments [21,22].

From a hospital management perspective, enhancing the healthcare staff's professionalism and technical capabilities is essential. This influences the hospital's reputation and affects patient loyalty toward healthcare providers. Studies have also demonstrated that improving communication between healthcare providers and patients can enhance service quality and increase patient satisfaction [19,23,24]. A lack of adequate staff competence may result in negative implications for service quality, affecting patient satisfaction [25,26].

Patient satisfaction is also associated with various positive outcomes, including adherence to treatment plans and reduced utilization of unnecessary medical services [27]. Worldwide research has demonstrated that patient satisfaction is critical for evaluating healthcare service quality. By understanding and implementing proven service quality dimensions, hospitals can improve patient experiences and ultimately enhance patient satisfaction [18,26,28].

Human resources, including non-medical and health support staff, greatly influence the high and low quality of service. Skills are essential for officers because if officers are skilled and experienced in carrying out their work, it will impact providing satisfaction to the customers served, ultimately improving the quality of service.

A service will be considered quality if it meets consumer expectations or hopes for its value. Therefore, if the service provider provides services with guaranteed quality, it will be able to satisfy customers or consumers about the quality of service.

This study's results align with Riswan's (2020) research on the Relationship between Health Service Quality and Satisfaction of BPJS Inpatients at the Faisal Islamic Hospital, Makassar. The results of this study indicate that there is a significant relationship between the assurance variables ($q = 0.000$), empathy ($q = 0.007$), tangible evidence ($q = 0.047$), and patient satisfaction. Meanwhile, the reliability variables ($q = 0.548$) and responsiveness ($q = 0.226$) do not show a significant relationship with the satisfaction of BPJS inpatients at the Faisal Islamic Hospital, Makassar.

According to the researcher's assumption, guaranteeing good medical services and care satisfies patients. In other words, the more assured the service is, the higher the patient's satisfaction. Assurance is the scope of knowledge, ability, politeness, and trustworthiness the officers possess. The existence of guarantees provided by the hospital, such as the knowledge and ability of the medical team to determine the diagnosis of the disease, the ability of the medical team to instill trust in patients, and friendliness, attention, and politeness in providing services make patients and their families believe in the ability of the hospital in treating and serving patients so that they will feel satisfied with the services provided by the hospital.

Relationship between the quality of health services from the infrastructure dimension (tangible) and patient satisfaction at the Outpatient Installation of Tarutung Hospital in 2023

Based on the study results, the proportion of satisfaction at the Outpatient Installation of Tarutung Hospital was higher in the outstanding tangible category (65.6%) than in the poor tangible category. There was a significant relationship between the quality of health services from the infrastructure dimension (tangible) and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Tangibles are the appearance of physical facilities, such as buildings and waiting rooms, the availability of parking, cleanliness, tidiness and comfort of the room, and employees' appearance. In addition to the reliability, responsiveness, assurance, and attention provided by the hospital, of course, to undergo inpatient care, patients need the necessary physical facilities, while the level of satisfaction with the facilities provided to patients varies greatly depending on the patient's habits towards the physical facilities that have been experienced.

Direct evidence (tangibles), namely the hospital's ability to demonstrate its existence to external parties. The appearance and capability of the hospital's physical facilities and infrastructure that can be relied on, as well as the surrounding environment, are evidence of the service provider's service. This includes physical facilities, such as buildings, warehouses, equipment, medical technology used, and the appearance of its employees.

Physical evidence is the appearance of services, employees, and communication, which will color the service. How good the appearance and capability of physical facilities and infrastructure must be reliable. The level of completeness of the equipment or technology used will affect the service. Employees pay attention to attitudes, appearances, and how they convey the impression of service. In this case, the extent to which the government facilitates communication facilities to provide convenience in service is inseparable. The appearance and capability of the company's physical facilities and infrastructure that can be relied on, as well as the surrounding environment, are tangible evidence of the service provider's service.

To be operational, a hospital is not enough to have human resources alone; it must also be supported by supporting facilities for the hospital, both medical and non-medical. Supporting facilities for hospitals include laboratories, pharmaceutical installations, Outpatient Installations, patient meal services, and others. Hospital support facilities also greatly determine the quality of hospital services. The hospital environment also determines the quality of hospital services. A hospital's environmental health requirements are as follows: a. Location or hospital environment: comfortable, quiet, safe, free from pollution, and always clean. b. Rooms: clean floors and walls, adequate lighting, trash bins available, free from unpleasant odors, insects, rats, and other pests, sufficient ventilation holes, ensuring good air circulation. c. Roofs, ceilings, and doors by the specified requirements.

This study's results align with Hayati's research (2018), which showed that service quality influenced patient satisfaction in the Outpatient Installation field at RSGM Unsyiah. The subjects of the study were 63 people. The sound category dominated service quality by as many as 32 people (50.8%), and the satisfied category dominated satisfaction by as many as 32 people (50.8%). Service quality based on the dimensions of tangible (appearance), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (attention) based on the results of the study was dominated by the good category. At the same time, patient satisfaction is dominated by the satisfied category. Based on the chi-square test results, the $p\text{-value} = 0.000 < \alpha 0.05$ was obtained, so it can be concluded that there is a significant relationship between service quality and patient satisfaction. According to the researcher's assumption, there is a relationship between tangible variables and patient satisfaction. The better the tangible variables, the more satisfied the patient will feel. Everyone, including patients, likes people who maintain cleanliness, both in themselves, such as the clothes they wear, cleanliness of themselves, and the environment, especially in providing services to patients. Although tangible variables received positive responses from respondents, some things need to be considered, such as environmental cleanliness. Alma explained that the causes of dissatisfaction include the atmosphere and physical conditions of the environment that are not supportive. Therefore, special attention is needed from Tarutung Regional Hospital to handle the problem of physical environmental cleanliness and improve the comfort and satisfaction of hospital service users.

Relationship between the quality of health services from the dimension of caring (empathy) and patient satisfaction at the Outpatient Installation of Tarutung Hospital in 2023

Based on the study results, the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital was higher in the empathy category of perfect (84.4%) than in the empathy category of not good. There was a significant relationship between the quality of health services from the dimension of caring (empathy) and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Empathy is individual attention given by the hospital to patients, such as ease of using the services offered, the ability to communicate to convey information, personal attention, and understanding the needs of patients. People undergoing treatment or needing others to recover need attention from the people they need. Therefore, attention from hospital staff, both medical and non-medical, is essential to satisfy customers (inpatients).

Empathy or concern and attention of the company or employees to each complaint or need of its customers individually. Concern for problems faced by customers, such as listening to each customer complaint or the willingness of employees to communicate individually with customers shows the extent of the level of service provided. Tjiptono explained that it is necessary to take the time to listen to the customer's

complaints and try to understand the situation the customer is in. Thus, the problems faced can become apparent so that the expected solution can be sought together.

According to Lupiyoadi, Empathy is providing sincere, individual, or personal attention to customers by trying to understand the patient's wishes. A company or hospital must know and understand customers and have comfortable patient operating hours.

The quality of health services refers to the level of perfection of health services, which, on the one hand, can create satisfaction for each patient according to the average level of satisfaction of the population. On the other hand, the procedures for its implementation are based on the code of ethics and professional service standards that have been set. For users of health services (health consumers), the dimensions of health service quality, according to Azwar in Indrasari (2019), are as follows: "The quality of health services is more related to the responsiveness of officers in meeting patient needs, smooth communication between officers and patients, concern and friendliness of officers in serving patients and/or healing of diseases suffered by patients." The officers in question are medical personnel/doctors, paramedics, and supporting personnel tasked with providing services to patients being treated. They must follow the existing code of ethics.

This study's results align with Riswan's (2020) research on the Relationship between Health Service Quality and Satisfaction of BPJS Inpatients at the Faisal Islamic Hospital, Makassar. The results of this study indicate that there is a significant relationship between the variables of assurance ($q = 0.000$), empathy ($q = 0.007$), tangible evidence ($q = 0.047$), and patient satisfaction. Meanwhile, the reliability variables ($q = 0.548$) and responsiveness ($q = 0.226$) do not show a significant relationship with the satisfaction of BPJS inpatients at the Faisal Islamic Hospital, Makassar.

According to the researcher's assumption, there is a relationship between the empathy variable and patient satisfaction. This means that the better the care and attention of the hospital or officers in providing services, the more satisfied the patients who receive the services. In other words, patients who are happy with the services they receive are more likely to be found in caring and attentive officers. Patients need hospital health services, and the first thing that comes to mind is the doctor; when expecting good care, the nurse will come to mind. Medical personnel, including general practitioners, specialists, and dentists, must be highly dedicated to providing services to patients with compassion, full attention, and understanding, providing a sense of security, and trying their best to treat and care for them. Therefore, it is necessary to pay attention to things like this: Officers provide services regardless of status, officers pay attention to services and treatment and pay attention to the main complaints. The results of the study showed the need to improve the quality of services, especially empathy for a service, as well as the concern of officers in a service so that patients feel satisfied with the services they receive.

The relationship between the quality of health services from the reliability dimension and patient satisfaction at the Outpatient Installation of Tarutung Hospital in 2023

Based on the study results, the proportion of patient satisfaction at the Outpatient Installation of Tarutung Hospital was higher in the outstanding reliability category (61.5%) than in the poor reliability category. There was a significant relationship between the quality of health services from the reliability dimension and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$).

Reliability is providing promised services immediately, accurately, and satisfactorily. The speed and accuracy of patient admission procedures, the speed of examination and treatment services for patients, the accuracy of hospital service schedules, and satisfactory services in handling patient illnesses will make patients satisfied with the reliability of the hospital.

Reliability is the ability of the hospital to provide services accurately and reliably according to what was promised. Performance must meet customer expectations, which means punctuality, the same service for all patients without error, a sympathetic attitude, and high accuracy.

Reliability is the ability to fulfill promises (on time, consistently, speed of service). The fulfillment of pledges in service will be related to and reflect the company's credibility in service. The level of competence can also be seen here, as well as the extent to which the level of company ability can be demonstrated. Reliability is related to the probability or possibility of a product carrying out its function successfully within a certain period under certain conditions.

They can coordinate well, have general knowledge about hospitals, master their work, and, more importantly, are officers with good communication and interpersonal skills. Clear, firm, and neatly arranged

work procedures, available bed data, rates, and equipment according to service standards must be available and correct. Hospital officers must radiate a positive attitude to others in providing quality customer service.

This study's results align with Manurung's (2016) research on the Influence of Service Quality on Inpatient Satisfaction at Tebing Tinggi Hospital. The results of the study show that, in general, Tebing Tinggi Hospital has poor service quality (direct evidence), (responsiveness), (reliability), (assurance), and (concern), and in general, patients are less satisfied with the quality of service. Service quality significantly affects patient satisfaction at Natama Tebing Tinggi Hospital.

According to the researcher's assumption, a relationship exists between the Reliability variable and patient satisfaction. This means that the better the reliability of the officers and installation units, the more affordable rates and the speed of procedures in providing services are, the more satisfied the patients who receive the service. In other words, patients who are happy with the services they receive are more often found in officers who are reliable in carrying out their duties, have affordable hospital costs, and have speedy hospital service procedures. This is because each individual wants to receive accurate and precise services by existing methods, providing services according to schedule.

Conclusions

Based on the research findings, the service quality at the Outpatient Installation of Tarutung Hospital is generally classified as very good. However, several dimensions still need improvement, namely responsiveness (10.5%), assurance (6.10%), tangibles (6.30%), empathy (5.20%), and reliability (9.40%). While most patients feel satisfied with the services provided, 27.1% are still dissatisfied with the quality of service at the installation. Furthermore, this study also shows a significant relationship between the quality of healthcare services and patient satisfaction at the Outpatient Installation of Tarutung Hospital ($p < 0.05$). Therefore, improving service quality in the still lacking dimensions should be a priority to enhance overall patient satisfaction.

Conflict of Interest

The author emphasizes that this research was conducted independently, without any external intervention or conflicts of interest that could affect the objectivity and integrity of the results.

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Supplementary Materials

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