



PATIENT SATISFACTION: ASSESSMENT ANALYSIS OF SERVICE QUALITY AND TRUST IN HEALTH FACILITIES

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ABSTRACT

Puskesmas plays an important role in providing the best service to people who want to get health services. However, in the field it is still a classic problem that one of the problems is the aspect of service to patients who are considered less than satisfied. Of course, this must receive attention as an evaluation material regarding the quality of service that needs to be carried out so that patients will again have confidence and be willing to visit the health center, considering that the health center is the first level health facility in the national health insurance program, even resulting in patient satisfaction. The aim of this paper is to analyze the influence of service quality and trust on patient satisfaction at the outpatient installation of Puskesmas X in Labuhan Batu. This study employs an analytical observational design with a cross-sectional methodology. A total of 100 patients, who were seeking treatment at the outpatient facility of Puskesmas X in Labuhan Batu, were included in the study. The sampling technique employed was systematic random sampling. The data was collected by directly assessing patients' perceptions of service quality, their trust in the facilities and services provided, and their satisfaction levels using questionnaire instruments. The acquired data was subsequently examined through binary logistic regression. The findings indicated that a majority of patients (82%) rated the overall service quality dimensions as satisfactory, and nearly all patients (80%) expressed confidence. Additionally, the vast majority of respondents (82%) reported being satisfied with the service provided at the Outpatient Installation of Puskesmas X in Labuhan Batu. The study found that service quality has a notable impact on patient satisfaction (p -value = 0.042), and trust also has a significant influence on patient satisfaction (p -value = 0.010). The research findings indicate that the quality of service and the level of trust have a significant impact on patient satisfaction..

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1. INTRODUCTION

Patient satisfaction is an indicator of the quality of service we provide and patient satisfaction is capital to get more patients and to get loyal patients (Vernanda & Afrizoni, 2023). Devoted patients will consistently utilize the same healthcare services upon subsequent need, and even extend invitations to others in need of medical attention to utilize the same healthcare facilities. Prior studies indicate that inadequate service can result in customer attrition and financial losses as customers opt for alternative services. Therefore, the significance of service quality as the primary objective for service providers is unquestionable (Dewi et al., 2022) (Sulo et al., 2019). Puskesmas offers services to the community in compliance with current regulations. The service in question is an interpersonal activity that directly involves two individuals and aims to ensure customer satisfaction. Hence, it is indisputable that the significance of service quality cannot be overlooked.

The five SERVQUAL dimensions, which are Tangibles, Reliability, Responsiveness, Assurance, and Empathy, are indicators of good service quality (Adriansyah et al., 2021). Customer satisfaction is contingent upon the presence of high service quality. Patient trust is an additional factor that can impact the level of patient satisfaction. Customer trust is established based on the expectation that the individuals or organizations participating in the transaction will consistently deliver reliable, truthful, and accountable quality (Ramadhan, Bayu; Rahmiati; Maulana, 2019). Hence, it is imperative for Community Health Centers to adopt a more deliberate approach in recognizing the significance of delivering customer service through service quality (Darus et al., 2018).

The issue addressed in this study is the low rating received by one of the service components at the Community Health Center, specifically the product specifications for the type of health service, in terms of the customer satisfaction index. The key features of this health service include the efficiency of the staff in delivering services to outpatients, as well as the level of patient satisfaction during their visits and subsequent visits to the outpatient facility of Puskesmas X in Labuhan Batu. Given the aforementioned context, it is imperative for Community Health Centers to assess service quality, foster patient trust, and prioritize patient satisfaction in order to enhance the quality of healthcare services offered. If patients are dissatisfied with health services, this can reduce trust in health service providers. Hence, it is imperative to assess the caliber of service and establish trust in order to align patient satisfaction with their expectations. The objective of this study is to examine the impact of service quality and trust on patient satisfaction.

2. RESEARCH METHODE

This study employs an analytical observational design, utilizing a cross-sectional methodology. The research is conducted at the Outpatient Installation of Community Health Center X in Labuhan Batu. The variables examined encompass service quality, patient trust, and satisfaction. The service quality examined encompasses the dimensions of Tangible, Reliability, Responsiveness, Assurance, and Empathy (Zuraidah, 2018) (Anjayati, 2021). The patient beliefs examined encompass the aspects of Virtue, Ability, and Integrity (Afrilliana, 2020). Furthermore, when evaluating patient satisfaction, it involves assessing the extent to which patients' experiences align with their expectations, the ease with which they can access services, and their willingness to recommend the services to others (Hawkin & Lonney, 2010).

All individuals included in this study were patients who were actively seeking medical treatment at the Outpatient Installation. The study sample consisted of 100 patients. The research employed a systematic random sampling method for the sampling process. The study collected primary data through a questionnaire sheet. The questionnaire consisted of 24 statements for measuring service

quality variables, 9 statements for assessing trust, and 9 statements for evaluating patient satisfaction. The study collected secondary data from Community Health Center X in Labuhan Batu, specifically in the form of patient satisfaction index data.

Prior to implementation, the questionnaire underwent rigorous testing to assess its validity and reliability. The research data was subsequently analyzed descriptively through the application of cross tabulation and reading aids, employing the Pareto 80:20 concept. Descriptively, any indicator with a percentage value greater than or equal to 80% is classified as good, while indicators with a percentage value less than or equal to 80% are classified as poor. Meanwhile, inferential analysis will indicate an influence if there is a disparity of more than 20% in the calculated percentage for each category regarding the variables of service quality and trust on patient satisfaction. In addition, the data will undergo statistical analysis to determine the significance of the effect using the binary logistic regression test.

3. RESULT AND ANALYSIS

Respondent Characteristics

The characteristics of respondents in this study include gender, age, education and occupation. Below are the complete results.

Table 1. Characteristics of Respondents at the Outpatient Installation at Puskesmas X in Labuhan Batu

Karakter Responden	Frekuensi	Persentase
Gender		
Pria	49	49
Wanita	51	51
Usia		
14-23 Tahun	20	20
24-30 Tahun	17	17
31-37 Tahun	19	19
38-44 Tahun	17	17
45-51 Tahun	14	14
> 52 Tahun	13	13
Pendidikan		
Tidak Tamat	22	22
SD	36	36
SMP	20	20
SMA/SLTA	18	18
Diploma	2	2
Sarjana	2	2
Pekerjaan		
Karyawan	19	19
Wiraswasta	35	35
Ibu Rumah Tangga	46	46
Total	100	100

Users of health services at Puskesmas X in Labuhan Batu exhibit diverse individual characteristics. Respondents' perceptions of the quality of services provided by the health service facility will vary based on these characteristics. Robbins (2009) asserts that age, gender, and level of education are indicators of individual characteristics.

According to the data presented in Table 1, it is evident that the male respondents constitute the largest proportion (49%). Only 51% of the respondents fell within the age range of 14-23 years, which corresponds to the late adolescence category, according to the Ministry of Health in 2009. This age cohort is the most populous in comparison to other age cohorts. In addition, it was found that nearly half of the participants (73%) had completed only primary and junior secondary education. The majority of individuals, comprising 81% of the total, are engaged in domestic duties as housewives or are self-employed.

Quality of Service

Service quality consists of five dimensions, namely: Tangibles, Reliability, Responsiveness, Assurance and Empathy (Kotler, 2010). The results of respondents' assessments of service quality are presented in table 2 below:

Table 2. Results of Service Quality Measurement

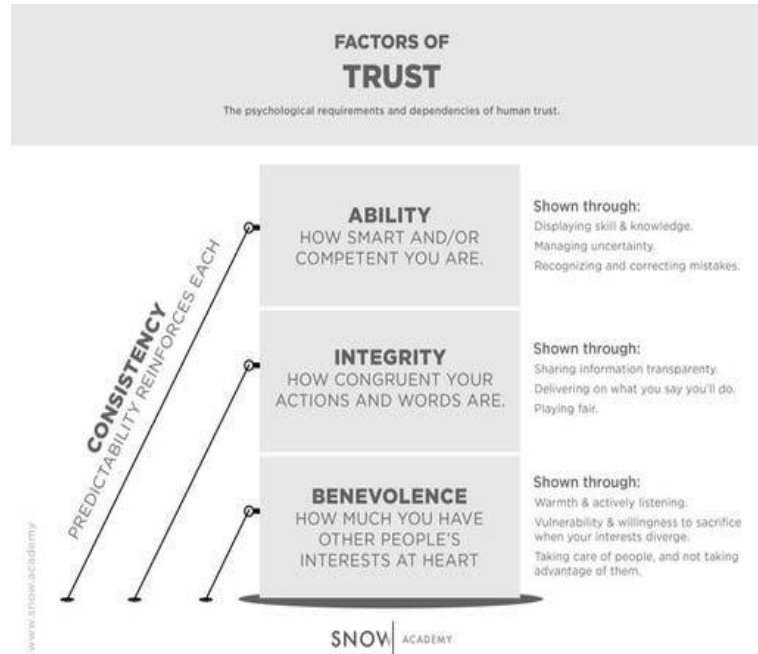
Quality of Service	Pareto Principle		Explanation
	Tidak Baik	Baik	
Tangible	36	62	Baik
Reliability	30	70	Baik
Responsiveness	18	82	Baik
Assurance	18	82	Baik
Empathy	17	83	Baik
Aggregate Service Quality	23,8	75,8	Baik

Based on the research results in Table 2, it can be seen that the majority of respondents (75.8%) stated that all aggregate dimensions of service quality were appropriate in the Outpatient Installation of Health Center X in Labuhan Batu. If we look in detail, the Puskesmas management has a tough challenge to maintain good quality services so that community satisfaction is maintained. The reliability aspect is related to the timeliness of doctors in examining patients according to the specified time, registration officers and cashiers serving quickly so that no patient waits too long. The assurance dimension is good, especially regarding the responsiveness of staff when patients arrive.

Regarding the investigation of service quality at the Community Health Center The Pareto principle demonstrates that the aggregate quality of service dimensions is deemed satisfactory, as the Pareto value exceeds 80%. Therefore, it is imperative for the management of Puskesmas X in Labuhan Batu to uphold or enhance the overall quality dimensions of respondents' health services. Nevertheless, it is imperative to remain vigilant regarding minor details and promptly address any patient grievances by implementing necessary enhancements. This strategy is implemented as a proactive measure to prevent the occurrence of additional issues, which could lead to a decline in patient satisfaction. The quality of service has a direct influence on patient satisfaction. If the quality of service deteriorates, patients may choose not to utilize health services (Khafifah & Razak, 2022) (Muhammad Fazar Sidiq Alhayat et al., 2023). Typically, the first impression of a health facility is formed based on its physical state. Possessing a pristine, organized, and well-maintained physical state. Patients will appreciate the proficient execution of duties by healthcare professionals.

Trust

Mula & Rofiq (2010) state that there are three factors that shape a person's trust in a company's brand, namely Virtue, Ability and Integrity. The results of the respondents' trust assessment are presented in table 3 below (Martha & Jordan, 2022).



Source : Shane Snow, (Forbes.com)

Table 3. Trust Measurement Results

Trust	Pareto Principle		Explanation
	Lack of trust (%)	Trust(%)	
Benevolence	20	80	Percaya
Ability	32	68	Cukup percaya
Integrity	19	81	Percaya
Aggregate Service Quality	23,6	76,3	Percaya

According to the findings presented in Table 3, a significant majority of respondents (76.3%) expressed confidence in all indicators regarding the Outpatient Installation of Community Health Center X in Labuhan Batu. Upon closer examination, it would be advantageous for the Puskesmas management to enhance its services. Within the realm of benevolence, it has been observed that Community Health Centers sometimes fail to offer treatment services to those seeking assistance (Ramadhan, Bayu; Rahmiati; Maulana, 2019) (Suryandartiwi et al., 2022). The virtue dimension refers to the Community Health Center's capacity to establish a mutually advantageous level of satisfaction between the center and the patient. Typically, the majority of patients have faith in the compassion of Puskesmas staff towards financially disadvantaged patients. Therefore, it is crucial for the management of Puskesmas X in Labuhan Batu to uphold or enhance the trust of the respondents.

Within the realm of capability, it is stated that outpatient facilities consistently operate for a duration of 8 hours and possess sufficient medical equipment. The capability dimension pertains

to the competition and attributes of the Puskesmas in exerting influence on patients to ensure patient satisfaction and comfort during treatment at the Outpatient Installation. Consequently, health workers are obligated to be readily available during their working hours at Puskesmas X in Labuhan Batu.

However, there are still claims in the integrity dimension that Community Health Centers are capable of engaging in malpractice when delivering care or treatment services. The integrity dimension pertains to the conduct of officers that cultivates trust among respondents in Community Health Centers. This trust, in turn, fosters a feeling of security and comfort for respondents who seek treatment at the Outpatient Installation of Community Health Center.

Patient Satisfaction

According to Hawkin & Lonney (2001), indicators that form customer satisfaction consist of conformity to expectations, ease of acquisition, and willingness to recommend to others. The results of respondents' assessments of their level of satisfaction with the use of health services at the Community Health Center are presented in table 4 below (Hawkin & Lonney, 2010).

Table 4. Results of patient satisfaction measurements

Satisfaction	Pareto Principle		Explanation
	Kurang Puas (%)	Puas (%)	
Conformity to Expectations	17	83	Satisfied
Ease of obtaining	18	82	Satisfied
Willingness to recommend to others	37	63	Quite satisfied
Aggregate Patient Satisfaction	24	76	Satisfied

Based on the research results in Table 4, it can be seen that the majority of respondents (76%) stated that they were satisfied with all indicators regarding the Outpatient Installation at Puskesmas X in Labuhan Batu. If you look closely, the Puskesmas management has provided services quite well. In terms of convenience, respondents were quite satisfied with the easy and fast administration process, which meant that respondents did not have to wait too long. In terms of willingness to recommend, many patients still feel quite satisfied even though the score is not absolute from the service aspect, plus the availability of facilities (quite clean outpatient room, clean enough toilet) and comfort in the waiting room (Darus et al., 2018).

Service Quality and Trust in Patient Satisfaction

The results of the assessment regarding the analysis of service quality and trust in patient satisfaction are presented in table 5, table 6, and table 7:

Table 5. Effect of Service Quality and Trust on Patient Satisfaction

Variable	Variable Category	P-Value	OR	Model Summary
Service quality	Not good	0.042	3.992	0.204
Trust	Good	0.010	6.726	

The data presented in Table 5 indicates that the combination of service quality and trust has a significant impact on patient satisfaction, accounting for 20.4% of the variance. When examined individually, each variable, such as service quality (p-value = 0.042) and trust (p-value = 0.010), has a substantial impact on patient satisfaction. The Odds Ratio indicates that an improvement in

service quality is associated with a 3.992-fold increase in the likelihood of patient satisfaction compared to when service quality is low. Patients who trust the puskesmas are 6.726 times more likely to feel satisfied compared to patients who do not trust the puskesmas. For a more comprehensive understanding, the specific variables related to service quality and trust in patient satisfaction are presented in Table 5 and Table 6, respectively.

Table 6. Cross Tabulation of Service Quality on Patient Satisfaction

Quality of Service	Patient Satisfaction				Total		Statistics
	Less satisfied		Satisfied				
	n	%	n	%	n	%	
Not Good	3	21.7	11	78.6	14	100	<i>Fisher's exact test = 0.048</i> <i>Phi = 0.202</i>
Good	13	15.1	73	84.9	86	100	
Total	16	16	84	84	100	100	

Table 6 reveals that a significant majority of respondents (84.9%) expressed their satisfaction with the quality of service at the Outpatient Installation of Community Health Center X in Labuhan Batu, indicating a high level of contentment. The majority of respondents at the Outpatient Installation at Puskesmas X in Labuhan Batu expressed satisfaction due to the commendable quality of the health services provided. The OR value indicates that an improvement in service quality is associated with a 3.992-fold increase in patient satisfaction compared to when service quality is low.

The services rendered by Puskesmas The significance of service quality is paramount in the current fiercely competitive market (Azhari et al., 2022). Customer satisfaction is a direct outcome of positive evaluations of service quality (Dewi et al., 2022) (Adriansyah et al., 2021). Consequently, the higher the level of service quality offered by Puskesmas X in Labuhan Batu, the greater the level of satisfaction experienced by patients when utilizing the available services.

The cross tabulation results were statistically supported by Fisher's Exact Test parameters, yielding a significance value of 0.048 (<0.05). The results indicate a statistically significant relationship between service quality and patient satisfaction at the Outpatient Installation of Puskesmas X in Labuhan Batu. The Phi correlation value of 0.202 indicates a weak relationship between service quality and patient satisfaction at the Outpatient Installation of Health Center X in Labuhan Batu. Consequently, there exists a positive correlation between the caliber of service and the level of satisfaction among outpatients at Community Health Center. In addition to the previous regression results, if the independent variable exhibits a robust correlation with the dependent variable, it will also exert an influence on the dependent variable. Hence, there exists a robust correlation between the quality of service and the level of satisfaction experienced by patients, indicating that the former significantly impacts the latter.

The findings of this study align with the research conducted by Natassa (2015), which indicates a notable correlation between service quality and patient satisfaction. The findings of this study align with the research conducted by Aini & Andari (2016) at the Pasir Utama Village Health Center, which indicates a substantial correlation between service quality and patient satisfaction. In addition, it aligns with the findings of Darus et al. (2018) from their research conducted at the Dinoyo Community Health Center in Malang City. Their study concluded that there is a notable correlation between service quality and patient satisfaction (Darus et al., 2018). The findings of this study align with the research conducted by Rosiana Rizal, Muslim Suardi, and Yuliharsi (2017), which indicates that the quality of service has an impact on patient satisfaction (Rizal, et

al., 2017; Novita, Erpidawati & Susanti, 2019; Ramadhan, et al., 2017; Novita, Erpidawati & Susanti, 2019; Ramadhan, et al., 2019; Adriansyah et al., 2020).

Table 7. Cross Tabulation of Trust in Patient Satisfaction

Trust	Patient Satisfaction				Total		Statistics
	Less of Satisfied		Satisfied		n	%	
	n	%	n	%			
Less of Trust	4	26.7	11	73.3	15	100	<i>Fisher's exact test = 0.012</i> <i>Phi= 0.275</i>
Trust	12	14.1	73	85.9	85	100	
Total	16	16	84	84	100	100	

According to Table 7, nearly all participants expressed confidence and satisfaction with the Outpatient Installation of Health Center X in Labuhan Batu, with a percentage of 85.9%. This demonstrates a positive correlation between the level of trust that patients have in the services offered by the Community Health Center and their likelihood of providing a satisfactory response based on their service experience. The odds ratio indicates that patients who trust the Puskesmas are 5.376 times more likely to feel satisfied compared to patients who do not trust the Puskesmas.

Trust is intricately linked to the patient's perception of the health center's reputation. If the patient experiences the anticipated service outcome, finds the service agreeable, and perceives the benefits of the service product, then the patient will develop trust in Puskesmas X in Labuhan Batu. This will foster patient retention at Puskesmas.

The cross tabulation results were statistically supported by conducting Fisher's exact test, which yielded a significance value of 0.012 (<0.05). The results indicate a statistically significant relationship between trust and patient satisfaction at the Outpatient Installation of Health Center X in Labuhan Batu. The Phi correlation value of 0.275 indicates a weak relationship between trust and patient satisfaction at the Outpatient Installation of Health Center X in Labuhan Batu. Consequently, there is a positive correlation between trust levels and inpatient satisfaction at Puskesmas X in Labuhan Batu. In other words, as trust increases, so does the level of satisfaction among inpatients. Conversely, a decrease in trust is directly correlated with a decrease in outpatient satisfaction levels at Community Health Center X in Labuhan Batu. In addition to the previous regression results, if the independent variable exhibits a robust correlation with the dependent variable, it will also exert an influence on the dependent variable. Hence, a robust correlation exists between trust and patient satisfaction, whereby trust exerts an influence on patient satisfaction.

The findings of this study align with the research conducted by Pramana and Rastini, which asserts a substantial correlation between trust and satisfaction (Sulo et al., 2019). The findings of this study align with the research conducted by Sudirman, Halim, and Pinem, which asserts that there is a notable correlation between trust and satisfaction (Halim & Rahim, 2015). In addition, it aligns with Simatupang's (2017) assertion that trust has a substantial impact on patient satisfaction. Trust exerts a favorable and substantial impact on patient satisfaction. The results of this research provide important information that patients who seek treatment at a community health center can experience much better satisfaction if they participate and give full trust to the community health center and its staff in providing health services. However, a drawback of this study is that researchers frequently face challenges when interacting with elderly patients who fall into the category of respondents, making it difficult to obtain accurate answers to the questions posed. Subsequently, the COVID-19 pandemic posed significant challenges for researchers in obtaining respondents.

DISCUSSION

Service quality, particularly in the realm of healthcare, refers to the level of service provided to recipients that exceeds their expected level of significance. This highlights the paramount importance of patients as consumers in determining the level of service quality. The presence of satisfactory service quality that aligns with an individual's expectations will directly influence the attainment of their satisfaction level. The importance of service quality cannot be overstated when it comes to the well-being of patients.

Trust can be categorized into three dimensions: benevolence, integrity, and ability. The presence of trust will result in outpatients at Community Health Center X in Labuhan Batu experiencing satisfaction with the services provided by health workers. According to the Pareto principle, the overall trust in aggregate is deemed reliable due to the Pareto value exceeding 80%. Therefore, the management of Puskesmas X in Labuhan Batu should focus on maintaining or increasing the trust of the respondents. Trust can enhance the inclination to purchase or utilize a product by alleviating any doubts that patients may have experienced. Trust is a powerful factor that fosters customer loyalty and ensures that they will consistently recall and appreciate the services delivered by employees.

The assessment of patient satisfaction encompasses three distinct dimensions: adherence to expectations, ease of access, and the likelihood of recommending the service. The research findings indicate that the various aspects contributing to overall satisfaction have been fulfilled (Natassa, 2015). The Pareto principle indicates that the aggregate satisfaction level is considered satisfactory, as the Pareto value exceeds 80%. Therefore, the management of Puskesmas X in Labuhan Batu should strive to maintain or enhance the overall satisfaction level of the respondents. Aini & Andari (2016) argued that the absence of patient services in Community Health Centers leads to patient discontent when seeking treatment at these centers.

4. CONCLUSION

The findings of the preceding discussion indicate that 82% of the respondents expressed satisfaction with the quality of service. Additionally, nearly all respondents (80%) affirmed that all aspects of trust were reliable. Furthermore, the majority of respondents (82%) reported being content with all aspects of overall satisfaction. Providing services at the Outpatient Installation located at Puskesmas X in Labuhan Batu. Then there is a significant influence between service quality and trust on patient satisfaction at the Outpatient Installation of Puskesmas X in Labuhan Batu.

Researchers propose several measures to address the issue. Specifically, it is recommended that the Community Health Center enhance service quality by increasing the number of patient waiting chairs, parking spaces, and maintaining cleanliness. Additionally, improving the friendliness of health workers towards patients seeking treatment at the Outpatient Installation in the Community Health Center in Labuhan Batu is also crucial. Further research should focus on investigating the dimensions of service quality and patient trust and satisfaction in relation to patient loyalty in the utilization of health services.

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