

Analysis of the quality health services on patient satisfaction at the Vina Estetica General Hospital Medan City

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ABSTRACT

Quality of health care refers to service excellence in meeting patient expectations and providing satisfaction. Quality service is essential because it is every customer's right and allows healthcare providers to compete. The quality of service and the value provided directly impact customer satisfaction. The quality of service they receive influences customer satisfaction, which affects the hospital's reputation and competitiveness. This study aims to analyze the quality of health services and their effect on patient satisfaction at RSU Vina Estetica. This study was conducted at RSU Vina Estetica, Medan City. The study population was all patients at RSU Vina Estetica, Medan City. The sampling technique was accidental sampling with a sample size of 306 respondents. The research method used was quantitative. This study is based on primary data obtained through questionnaires. The data analysis techniques used in this study are univariate, bivariate, and multivariate analysis using SPSS. Based on the study's results, it is known that reliability, responsiveness, and empathy influence patient satisfaction. The variables of physical evidence and assurance do not affect patient satisfaction. The most dominant factor influencing patient satisfaction is the variable of reliability.

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INTRODUCTION

National Indicators of Health Service Quality, or Quality Indicators, are measurement standards used to assess the achievement of health service quality targets in various facilities, including independent practices of doctors and dentists, clinics, health centers, hospitals, health laboratories, and blood transfusion units. Health Service Quality is the level of service quality provided to individuals and communities, aiming to achieve optimal health outcomes. Providing health services that respect and meet the needs of patients and caregivers is crucial in improving good care outcomes and views of service quality, thereby meeting the essential elements of patient-centred care (Kwame & Petrucka, 2021). These services are provided per service standards, following the latest scientific developments, and aiming to fulfill patient rights and obligations. As community-focused health service facilities, hospitals have an important role in improving public

health. Therefore, hospitals must provide high-quality services that meet specific standards and are accessible to all levels of society (Siti Maisarah et al., 2022). Important factors in changes to the health transformation program being implemented include strengthening private health service providers and improving the quality of services provided by both public and private hospitals (Yucesan & Gul, 2020). To achieve complete health services, many hospitals compete like an industry racing to be the best. One of the efforts made is to improve the quality of service and the quality of HR (Human Resources) in providing health services to get a place in the hearts of the community (Anjula, 2022); (Bina & Palembang, 2023). The quality of health services refers to the level of service perfection in meeting patient expectations and providing satisfaction. Dissatisfaction arises when there is a gap between patient expectations and the service performance they feel when receiving health services. The quality of health services is the level of service perfection carried out by the code of ethics and standards set to provide satisfaction to each patient. Quality service is vital because it is every customer's right and allows health service providers to compete. The quality of service and the value provided directly impact customer satisfaction. The quality of service influences customer satisfaction they receive (Aini et al., 2021); (Fajriah Istiqamah et al., 2023). Hospitals' fulfillment of standards is essential to providing quality and comprehensive services to all patients who come. The role of service quality is widely recognized as an important factor in determining the success and sustainability of hospitals in a competitive environment. Service quality affects customer satisfaction, which in turn affects the reputation and competitiveness of the hospital (Octavianus Maranggi & Adang Bachtiar, 2024).

In order to assess service quality, researchers created the SERVQUAL model which can help service providers identify and efficiently improve the way they provide services. The SERVQUAL model divides service quality into five aspects: physical, resolution, responsive, assurance, and caring (Nguyen et al., 2021). Two main factors influence service quality: expected service and perceived service. Service quality focuses on fulfilling customer desires and ensuring that the services are per customer expectations. Whether or not a service is quality can be seen from five dimensions: tangible (physical evidence), reliability, responsiveness, assurance, and empathy (Fajriah Istiqamah et al., 2023). Patients are considered satisfied when their expectations are met through the health services received at the hospital, mainly because of the increasing needs of patients (Pasalli & Patattan, 2021). Unsatisfactory service will cause a decrease in customers or even disappear because customers move to other service providers, so there is no doubt about the importance of quality service as the ultimate goal of providers worldwide. Research conducted (Kosnan, 2020) revealed a significant influence of physical evidence, empathy, assurance, responsiveness, and reliability on patient satisfaction. According to several research results above, it is concluded that the quality of service reviewed from 5 dimensions affects patient satisfaction, where the better the quality of health services provided by the hospital, the more patient satisfaction will increase.

Based on data from the Indonesian Ministry of Health in 2018, around 60% of hospitals in Indonesia are still unable to provide efficient services and have not implemented service standards that are accessible and acceptable to all levels of society (Rabiul Marzuki Siregar et al., 2023). The Director General of Medical Services Development at the Ministry of Health said that approximately 20% to 40% of the more than 1,000 hospitals are inadequate in improving the quality of service or have not implemented minimum service standards (Rabiul Marzuki Siregar et al., 2023). (Selfanay et al., 2021) According to WHO data, in 2021, only 20% of the population said they were satisfied with their healthcare system, including in Indonesia, where 67% of patients still complained of dissatisfaction with health services. In Waspada.id, Chairman of the Indonesian Private Hospital Association (ARSSI) North Sumatra, Dr. Dr. Beni Satria M. Kes SH. Revealing several hospitals that will close in Medan City throughout 2023-2024 due to weak governance, lack of financial transparency, and failure to maintain service quality, such as RSUD Fajar, RSJ Mahoni, RSUD Siti Hajar, RSUD Ridos, RSUD Ibnu Saleh (downgraded to clinic status), RSUD Sehat, RSUD Bhakti,

RSU Permata Bunda. Unsatisfactory service will result in fewer or even lost customers because customers move to other services, so there is not the slightest doubt regarding the importance of quality service as the ultimate goal of providers throughout the world in accordance with the Decree of the Minister of Health of the Republic of Indonesia Number: 129/Menkes/SK/II/2008 concerning Hospital SPM. Based on the Minister of Health's Decree, Minimum Service Standards are provisions regarding the type and quality of basic services which are mandatory regional matters that every citizen has the right to obtain at a minimum. Minimum Hospital Service Standards in this guideline include types of services, indicators and standards for achieving hospital service performance. The research conducted by (Soumokil et al., 2021) shows that reliability, assurance, physical evidence, empathy, and responsiveness produce a p-value = 0.000. It means that there is a relationship between all variables and patient satisfaction. Thus, a relationship exists between reliability, assurance, physical evidence, empathy, and responsiveness to patient satisfaction (Soumokil et al., 2021). According to the results of research conducted by (Anfal, 2020), it can be seen in the multiple logistic regression test that the factors that influence the level of satisfaction include education, income, hospital image and service quality. Among all these factors, service quality shows the most significant influence on the level of patient satisfaction at Sundari General Hospital, Medan.

Medan City has more than 30 hospitals managed by the government (RSUD) and private. One of them is RSU Vina Estetica. RSU Vina Estetica is a privately owned general hospital (RSU) and one of the type C hospitals in Medan City, North Sumatra. This hospital provides health services supported by specialist doctor services and supported by other medical facilities. Although studies on the role of service quality on patient satisfaction have been carried out by various Health Centers and Hospitals, until now, there has been no consistency in the dominant service quality variables that are significant to patient satisfaction (Girsang et al., 2024). Based on an initial survey conducted on several patients who had been treated at RSU Vina Estetica in Medan City. Researchers conducted interviews using questionnaires, and preliminary survey results found that three patients stated that health workers were sometimes less friendly in serving patients. Two patients stated that health workers paid less attention to patient complaints. Three patients stated that health workers did not provide clear information to patients. Four patients stated that the health worker service at Vina Estetica Hospital was quite good.

RESEARCH METHOD

This study is a quantitative study with a cross-sectional design. The cross-sectional research design is where all influencing variables (independent variables) and influenced variables (dependent variables) are measured and observed at the same time. This study analyzed the quality of health services at RSU Vina Estetica Medan. This study was at the Vina Estetica General Hospital in Medan City, North Sumatra. The time of this study was conducted from July to November 2024. In this study, the population was all patients at Vina Estetica Hospital. The sampling technique used the accidental sampling technique, a method of determining samples by taking respondents who happen to be there or available in a place with a research context. The questionnaire assessment uses a Likert scale with the provisions of Very Good (5), Good (4), Less Good (3), Not Good (2) and Very Not Good (1), then the answer score is classified into "Good" if it exceeds or is equal to the mean value and "Not Good" if it is less than the mean value (Sudirman et al., 2024).

The validity test aims to assess how accurate and precise a measurement tool is in collecting data. The instrument (questionnaire) validation process was carried out by comparing the Corrected Item-Total Correlation value with the r table value which was 0.361. This validity test uses Pearson Product Moment, then analyzed using SPSS to look for interpretations and correlation indices, with the condition that if the calculated r value is greater than r table, then the measuring instrument is declared valid and vice versa (Anfal, 2020). After validity is tested, it is also important to evaluate the reliability of the data, to determine whether the measuring

instrument is suitable for use or not. To assess this reliability, the Cronbach's Alpha formula is used. Data reliability is an indicator that shows the extent to which the measuring instrument can provide accurate and reliable results using the Cronbach's Alpha method, namely analyzing the consistency of the measuring instrument in one measurement, provided that if the calculated r value is greater than the r table, then it is considered reliable (Anfal, 2020). From the results of the independent variable reliability test, the Cronbach's Alpha value was greater than the constant (0.6), so this questionnaire was declared reliable.

RESULTS AND DISCUSSIONS

Research Results

Bivariate Analysis

Bivariate analysis is conducted to determine the relationship between independent variables and dependent variables through Crosstabs or cross-tabulation. The statistical test conducted in this Bivariate analysis uses the Chi-Square test with a 95% confidence level ($\alpha = 0.05$). It is said that there is a statistical relationship if the p-value is obtained <0.05 .

Table 1. Relationship between physical evidence and patient satisfaction at Vina Estetica Hospital Medan in 2024

Physical Evidence	Satisfaction				Amount		P Value
	Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Good	220	71,9	11	3,6	231	75,5	0,000
Not Good	48	15,6	27	8,8	75	24,5	
Total	268	87,6	38	12,4	306	100	

Table 1 shows that out of 231 respondents who stated that physical evidence was good and were satisfied, 220 patients (71.9%) were satisfied, and 11 (3.6%) patients stated that physical evidence was good but were not satisfied. Out of 75 people who stated that physical evidence was not good but were satisfied, 48 patients (15.6%) and 27 patients (8.8%) stated that physical evidence was not good and were not satisfied. Based on the Chi-Square test, it was found that the p-value was $0.000 < 0.005$, so there was a relationship between the physical evidence aspect (tangibles) and patient satisfaction at RSU Vina Estetica Medan.

Table 2. Relationship between reliability and patient satisfaction at Vina Estetica Hospital Medan in 2024

Reliability	Satisfaction				Amount		P Value
	Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Good	191	62,4	1	0,3	192	62,7	0,000
Not Good	77	25,2	37	12,1	114	37,3	
Total	268	87,6	38	12,4	306	100	

Table 2 shows that from 192 respondents' answers regarding good reliability, 191 patients (62.4%) were satisfied, and one patient (0.3%) was not. From 114 respondents' answers regarding poor reliability, 77 patients (25.2%) were still satisfied, and 37 patients (12.1%) were unsatisfied. Based on the Chi-Square test, it was found that the p-value was $0.000 < 0.005$, so there was a relationship between the reliability aspect and patient satisfaction at RSU Vina Estetica Medan.

Table 3. Relationship between responsiveness and patient satisfaction at Vina Estetica Hospital Medan in 2024

Responsiveness	Satisfaction				Amount		P Value
	Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Good	257	83,6	10	3,3	267	86,9	

Responsiveness	Satisfaction				Amount		P Value
	Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Not Good	11	4	28	9,1	39	13,1	0,000
Total	268	87,6	38	12,4	306	100	

Table 3 shows that out of 267 respondents who answered the statement related to responsiveness, 257 patients (83.6%) were satisfied with good responsiveness, and 10 patients (3.3%) were not satisfied. Out of 39 respondents who answered regarding poor responsiveness, 11 patients (4%) stated that responsiveness was not good but were satisfied, and 29 patients (9.1%) stated that responsiveness was not good and were not satisfied. Based on the Chi-Square test, it was found that the p-value was 0.000 <0.005, so there was a relationship between the responsiveness aspect and patient satisfaction at RSU Vina Estetica Medan.

Table 4. Relationship between empathy and patient satisfaction at Vina Estetica Hospital Medan in 2024

Empathy	Satisfaction				Amount		P Value
	Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Good	254	83	11	3,6	265	86,6	0,000
Not Good	14	4,6	27	8,8	41	13,4	
Total	268	87,6	38	12,4	306	100	

Based on Table 4., it can be seen that out of 265 respondents who answered the statement related to empathy, 254 patients (83%) were satisfied with good empathy, and 11 patients (3.6%) were not satisfied. Of the 41 respondents who answered regarding insufficient empathy, 14 patients (4.6%) stated that empathy was not good but were satisfied, and 27 patients (8.8%) stated that responsiveness was not good and were not satisfied. Based on the Chi-Square test, it was found that the p-value was 0.000 <0.005. Hence, there was a relationship between responsiveness and patient satisfaction at RSU Vina Estetica Medan.

Table 5. Relationship between assurance and patient satisfaction at Vina Estetica Hospital Medan in 2024

Assurance	Satisfaction				Amount		P Value
	Satisfied		Not Satisfied		f	%	
	f	%	f	%			
Good	255	83,3	20	6,5	275	89,8	0,000
Not Good	13	4,3	18	5,8	31	10,2	
Total	268	87,6	38	12,4	306	100	

Table 5 shows that out of 255 respondents regarding reasonable assurance, 254 patients (83%) are satisfied, and 11 patients (3.6%) are unsatisfied. Of 41 respondents with poor assurance, 14 patients (4.6%) are still satisfied, and 41 patients (13.4%) are unsatisfied. Based on the Chi-Square test, it was found that the p-value is 0.000 <0.005, so there is a relationship between the assurance aspect and patient satisfaction at RSU Vina Estetica Medan.

Multivariate Analysis

Multivariate analysis in this study uses a multiple logistic regression test, which is one of the mathematical model approaches to analyze the influence of several independent variables on dependent variables of dichotomous or binary categories. The variables included in the multiple logistic regression prediction model using the Enter method have a p-value <0.25 (Nasrudin, 2019).

Table 6. The influence of physical evidence, reliability, responsiveness, empathy, and assurance on patient satisfaction at Vina Estetica Hospital Medan in 2024 multiple logistic regression test stage 1

Variable	B	Sig	Exp (B)
Physical Evidence	0,280	0,642	1,323
Reliability	3,190	0,003	24,279
Responsiveness	2,170	0,000	8,762
Empathy	1,637	0,010	5,142
Assurance	0,886	0,163	2,426

Based on Table 6, after conducting the first stage multiple logistic regression test, it is known that Reliability, Responsiveness, and Empathy have a p-value <0.05. The second stage, a multiple logistic regression test, is conducted on variables with a p-value <0.05; at this stage, the physical evidence variable is removed in the second stage.

Table 7. The influence of physical evidence, reliability, responsiveness, empathy, and assurance on patient satisfaction at Vina Estetica Hospital Medan in 2024 stage 2 multiple logistic regression test

Variable	B	Sig	Exp (B)
Reliability	3,246	0,002	25,695
Responsiveness	2,186	0,000	8,901
Empathy	1,721	0,005	5,588
Assurance	0,942	0,163	2,564
Constant	-13,843	0,000	0,000

Table 7 shows that the results of the second stage multiple logistic regression test obtained significant values for the Reliability, Responsiveness, and Empathy variables with p values <0.05. It means that the three variables interact to influence patient satisfaction at RSU Vina Estetica, Medan City.

Table 8. The influence of physical evidence, reliability, responsiveness, empathy, and assurance on patient satisfaction at Vina Estetica Hospital Medan in 2024 multiple logistic regression test stage 3

Variable	B	Sig	Exp (B)
Reliability	3,463	0,001	31,914
Responsiveness	2,247	0,000	9,462
Empathy	1,953	0,001	7,049
Constant	-13,469	0,000	0,000

Table 8 shows that the results of the third stage multiple logistic regression test obtained a significant value for the variables Reliability, Responsiveness, and Empathy with a p-value <0.05. It means that the three variables interact to influence patient satisfaction at RSU Vina Estetica, Medan City. Furthermore, multivariate analysis to determine the magnitude of the influence of the two variables on patient satisfaction indicated by the Exp (B) value, also called the Odds Ratio (OR), namely: a) The reliability variable, with an OR value of 31,914, means that respondents who give an opinion on the importance of reliability have a 31-times chance of influencing patient satisfaction at RSU Vina Estetica, Medan City; b) The responsiveness variable, with an OR value of 9,462, means that respondents who give an opinion on the importance of responsiveness have a 9.4 times chance of influencing patient satisfaction at RSU Vina Estetica, Medan City; c) The empathy variable, with an OR value of 7,049, means that respondents who give an opinion on the importance of empathy have a sevenfold chance of influencing patient satisfaction at RSU Vina Estetica, Medan City; d) Thus, it can be concluded that the most dominant factor influencing patient satisfaction at RSU Vina Estetica, Medan City, is reliability, with an OR value of 31,914. It means that respondents who gave their opinion on the importance of reliability had a 31 times greater chance of influencing patient satisfaction at RSU Vina Estetica, Medan City.

Discussion of research results

The Influence of Respondent Characteristics on Patient Satisfaction at RSU Vina Estetica Medan

The characteristics in this study include age, gender, occupation, and education. The results showed that the majority of respondents were 20-30 years old, as many as 161 people (52.6%), the minority of respondents were >50 years old, as many as three people (1%), the majority of respondents were female as many as 216 people (70.6%), and the minority were male as many as 90 people (29.4%). Most respondents' education was in high school / vocational school, with as many as 116 people (37.9%), and the minority was in elementary school education, with as many as four people (1.3%). The last occupation of the respondents, where the majority of respondents' jobs were self-employed, was as many as 114 people (37.3%), and the minority were farmers, as many as seven people (2.3%). The age of 20-30 years tends to be higher, and people have high expectations of the services provided and tend to criticize. Poor service quality will be assessed if the service does not meet expectations. While the gender of the characteristics of most female respondents influences the view of the quality of health services provided. Women look more at appearance in detail, while men ignore it. Women are more sensitive and detailed about the quality of service received than men. Then, with education education, someone with a higher level of education tends to demand or criticize the service they receive if they think it is not good. Someone with a lower level of education education tends to accept more because they do not know what they need; as long as they get well, that is enough for them.

In this discussion, the independent variables greatly influence the dependent variables. The independent variables in this study are reliability, responsiveness, assurance, empathy, and physical evidence of patient satisfaction at RSU Vina Estetica Medan. We can see that the physical evidence variable, where the frequency distribution of respondents' answers shows that the answers agree with physical evidence (tangibles), as many as 231 people (75.5%), and those who disagree, as many as 75 people (24.5%). Furthermore, the reliability variable with the results of the frequency distribution of respondents' answers shows that most respondents' answers about reliability are 192 people (62.7%), and the minority is 114 people (37.3%). Furthermore, the frequency distribution of respondents' answers about responsiveness shows that the answers agree with responsiveness as many as 267 people (87.3%), and those who disagree are 39 people (12.7%). The frequency distribution of respondents' answers about attention (empathy) shows that the majority of respondents' answers are not done by as many as 78 people (86.7%), and the minority is done by as many as 12 people (13.3%). The frequency distribution of respondents' answers about empathy shows that the answers who agree with the statement on the Attention (Empathy) variable are 265 people (86.6%), and those who disagree are 41 people (13.4%). Finally, the frequency distribution of respondents' answers shows that the answers to the Assurance statement respondents agreed with as many as 275 people (89.9%), and those disagreed with 31 people (10.1%). This study is in line with the study conducted by (Girsang et al., 2024) entitled Analysis of the Influence of Service Quality on Patient Satisfaction: A Cross-sectional Study; the results showed that respondents who female were 55% of male respondents were also predominantly aged <52 years. It follows Lumenta's opinion that this productive age group tends to be more demanding and expects a lot from the ability of basic health services, which tends to be critical. Based on the results of the characteristics of respondents, age has a relationship with patient satisfaction at RSU Vina Estetica Medan. It is because most patients of productive age are more critical in asking hospital staff about the condition of the disease they are suffering from. As a result, the need for knowledge and understanding of health can be met. Moreover, they tend to be more demanding and expect more from the service capabilities of health workers. In addition, gender influences the view of the services provided. Women look more at the appearance or services provided in detail, while men pay less attention. Men tend to be more indifferent to things women express, so they are considered more flexible than women. Gender is one factor that influences the interest in repeat visits because, as seen from the vulnerability of different genders, female respondents utilize health

services more than men. After all, women utilize services more than men because women are more at home as housewives while men work outside the home as heads of families. It also means that women have a higher level of concern than indifferent men, so women pay more attention to the health conditions of their families if they feel sick.

The Influence of Physical Evidence on Patient Satisfaction at RSU Vina Estetica Medan

Physical Evidence regarding the attractiveness of the existing physical appearance that influences the interest in revisiting inpatients is a clean inpatient room, the water supply in the patient's inpatient bathroom is well met, the need for equipment to care for patients is available. Based on the study results, most direct evidence variables are not good with patient satisfaction at Vina Estetica Hospital. Out of 231 respondents who stated that physical evidence was good and felt satisfied, 220 patients (71.9%) and 11 (3.6%) patients stated that physical evidence was good but did not feel satisfied. Of the 75 people who stated that physical evidence was not good but felt satisfied, there were 48 patients (15.6%), and 27 patients (8.8%) stated that physical evidence was not good and did not feel satisfied. Based on the multiple linear regression model analysis results with a p-value of $0.642 > 0.05$, there is no significant relationship between physical evidence or tangibles and patient satisfaction at RSU Vina Estetica. However, the results obtained an odds ratio (OR) value pattern of 1.323, which means that inadequate physical evidence has a 1.3 times higher risk of causing dissatisfaction for patients than inadequate physical evidence. The results of this study show that physical evidence in patient satisfaction has no significant effect on improving the quality of service and patient satisfaction at RSU Vina Estetica Medan. These results demonstrate clear differences in patients' views of shared care, emphasizing the importance of a personalized and responsive healthcare approach. This difference indicates that patient satisfaction is strongly influenced by certain service aspects, such as safety, timeliness, and patient-focused care (Sudirman et al., 2024). This study is in line with the study (Fernandes & Nurvita, 2022) research on The Relationship between Health Service Quality and Patient Satisfaction Levels at Lospalos City Hospital in 2022 that there is no relationship between the quality of service dimensions of physical evidence or tangibles to patient satisfaction, with a p-value of $0.063 > 0.05$ with an OR value of 4,099.

The Influence of Reliability on Patient Satisfaction at RSU Vina Estetica Medan

Reliability is the ability to provide promised services promptly, accurately, and satisfactorily. Performance must follow patient expectations, meaning punctuality, equal service for all patients without error, sympathetic attitude, and high accuracy (Tjiptono). Based on the study's results, out of 192 respondents' answers regarding good reliability, 191 patients (62.4%) were satisfied, and one patient (0.3%) was not. Of the 114 respondents' answers regarding poor reliability but still satisfied, 77 patients (25.2%) and 37 patients (12.1%) were unsatisfied. Based on the multiple logistic regression test results, the reliability variable has a p-value of $0.001 < 0.05$ ($\text{sig} < \alpha$), meaning that reliability is related to Patient Satisfaction at RSU Vina Estetica Medan. According to Nurcaya (2019), reliability is the ability of hospital staff to carry out promises reliably and accurately, including the suitability of hospital services with promised/informed services is the patient's assessment of the suitability of the services provided with those informed, hospital concern in handling patients is the patient's assessment of the hospital's attention to patients, the reliability of services provided by the hospital is the patient's assessment of the hospital's ability to provide health services, the suitability of hospital services with the time informed is the patient's assessment of the timeliness of providing services, the hospital's ability to carry out administration/recording is the patient's assessment of the accuracy of hospital staff in terms of administration/recording. It is in line with research (Girsang et al., 2024), where Reliability ($p = < 0.001$), responsiveness ($p = < 0.001$), empathy ($p = < 0.001$), and facilities and infrastructure ($p = < 0.001$) are significant to patient satisfaction. At the same time, the guarantee variable is not significant to patient satisfaction (0.594). This study is also supported by research conducted by

(Kurniawan Zega et al., 2020), where the results of the study obtained a value of $\rho = 0.000$ where $\rho < \alpha$ ($\alpha = 0.05$), then H_0 is rejected, meaning that there is an effect of reliability on the level of satisfaction of inpatients at the Lapai Health Center, North Kolaka Regency in 2021. According to the results of a study conducted by (Kalaja et al., 2023), the reliability of hospital employees is one of the factors that most influences patient's satisfaction. An assessment of the records of working doctors and their special qualifications needs to be carefully analyzed by the hospital manager. It can be interpreted that the more reliable (reliability) health workers are in providing services to patients, the more satisfied patients will be with the services they receive. The reliability of officers in serving patients is the key when patients need health services; for example, practicality starts from registration and treatment services provided by doctors.

The Influence of Responsiveness on Patient Satisfaction at RSU Vina Estetica Medan

Responsiveness is the willingness and ability of a company to help consumers and respond to consumer requests, as well as inform when services will be provided and then provide services quickly. Service quality is more identified with the responsiveness of officers to handle patient problems and the smoothness of correspondence between officers and patients, where in this situation, the patient's needs become more appropriate or recover from the disease they are suffering from (Kurniawan Zega et al., 2020). Based on the study's results, out of 267 respondents who answered statements related to responsiveness, 257 patients (83.6%) were satisfied with good responsiveness, and 10 patients (3.3%) were not satisfied. Of the 39 respondents who answered regarding poor responsiveness, 11 patients (4%) stated that responsiveness was not good but were satisfied, and 29 patients (9.1%) stated that responsiveness was not good and were not satisfied. Based on the multiple linear regression test, the p-value is $0.000 < 0.005$, so there is a relationship between the responsiveness aspect and patient satisfaction at RSU Vina Estetica Medan. Respondents who are satisfied with responsiveness said that officers are always responsive in meeting needs or responding to patient problems. For example, officers ask about patient complaints, and doctors allow patients to get services that have not been given optimally, such as delays in treating patients. In addition, patients feel that routine IV checks are always late and are not optimal in treating patients. Officers carry out services that do not follow the schedule, especially at night. This study is in line with research conducted by (Girsang et al., 2024), (Fernandes & Nurvita, 2022), (Fajriah Istiqamah et al., 2023) that there is a relationship between the dimensions of responsiveness and patient satisfaction. Responsiveness of service in this study includes patients not taking a long time to register, nurses carrying out their duties quickly, parking attendants providing responsive services, patients not taking a long time to get doctor's services, doctors explaining questions asked by patients, doctors asking about patient complaints, the time to collect medicine is not too long, and patients do not take a long time to pay (Veranita & Hatimatunnisani, 2023).

The Influence of Empathy on Patient Satisfaction at RSU Vina Estetica Medan

Healthcare care workers must provide genuine and individual or personal attention to patients or clients to understand customer desires. An organization or hospital must have the ability and understanding of clients or patients and have a comfortable service time for patients. The study results showed that out of 265 respondents who answered statements about empathy, 254 patients (83%) were satisfied with good empathy, and 11 patients (3.6%) were not satisfied. Of the 41 respondents who answered regarding bad empathy, 14 patients (4.6%) stated that empathy was not good but were satisfied, and 27 patients (8.8%) stated that responsiveness was not good and were not satisfied. Based on the multiple logistic regression test results, a significant value of the empathy variable was obtained of $0.005 < 0.05$, meaning that empathy influenced patient satisfaction at RSU Vina Estetica Medan. Respondents who were satisfied with empathy, this was because respondents said they felt very cared for and provided services according to the needs of the patient. Officers also always listened to patient complaints well.

Meanwhile, less satisfied respondents said that the services provided by officers still looked at a person's social status, so special treatment was given to people with good economic status, who received faster treatment than those with low economic status. This study is in line with research by (Purnawan et al., 2024), (Soumokil et al., 2021), (Girsang et al., 2024) which concluded that empathy is related to patient satisfaction. A patient's quality of health services cannot be separated from satisfaction with the health services received, where good quality is related to recovery from illness, increased health or newness, a pleasant care environment, and the staff's kindness. Assurance includes the ability to provide knowledge about goods/services quickly, the quality of friendliness, attention, and politeness in providing services, the ability to provide data, provide security in using the services offered, and instill client trust in the organization. Medical personnel's kindness and friendliness are components of the assurance factor that greatly influence consumer satisfaction assessments regarding the quality of services from health centers or hospitals (Lisna et al., 2022).

The Influence of Assurance on Patient Satisfaction at RSU Vina Estetica Medan

Assurance is the company's ability to foster consumer trust and create a sense of consumer security. Assurance is also interpreted as company employees always being polite and mastering the knowledge and skills to handle consumer questions or problems. The study results showed that out of 255 respondents related to good assurance, 254 patients (83%) were satisfied, and 11 patients (3.6%) were unsatisfied. Of the 41 respondents with poor assurance, 14 patients (4.6%) remained satisfied, and 41 patients (13.4%) were unsatisfied. It can be interpreted that the more assurance (guarantee) health workers provide to foster patient trust in the health center, the more satisfied patients will be with the services at the hospital. Based on the multiple logistic regression test results, a significant value of the Assurance variable was obtained of $0.163 > 0.05$, meaning there was no relationship between assurance and patient satisfaction at RSU Vina Estetica Medan. Based on the study results, some respondents felt less satisfied with the assurance they received. Respondents said nurses were still less skilled and capable of providing services. It does not mean the hospital has failed in service, but things can still be improved in the assurance dimension to increase patient satisfaction. This study is in line with research conducted by (Setianingsih and Susanti, 2021), which showed that the assurance variable has not significantly affected patient satisfaction. Therefore, Hospital "S" must improve and pay attention to the assurance indicator to realize patient satisfaction. The existence of trust between patients and hospital staff will make patients feel safe and without hesitation to seek treatment at Hospital "S." assurance and certainty can provide information to customers in a language they can understand, safe from danger, risk, or doubt, have the skills and knowledge needed to be able to provide certain services. Everyone wants to get good treatment from the hospital. The guarantee that patients who come will be served well by health center staff will provide a sense of security to patients so that the patient's health will improve. Thus, their trust in the hospital will increase.

The Relationship between Reliability, Responsiveness, Assurance, Empathy, Physical Evidence, and Patient Satisfaction at RSU Vina Estetica, Medan City

The results of the Multivariate Test show that of the five variables tested in the first stage of multiple logistic regression, the variable that has a p-value < 0.05 and the largest is the Reliability dimension OR (odd Ratio) 24,279. Then, the physical evidence variable is removed from the modeling. In the second stage of logistic regression, Jamina is removed from the modeling, so in the third stage, the results are as follows: Based on the results of the third stage of multiple logistic regression test, the significant value of the model together is obtained at $0.000 < 0.05$, which means that the three variables used as a model in this study have a significant relationship to Patient Satisfaction at RSU Vina Estetica Medan. So, the most dominant factor in its relationship to Patient Satisfaction at RSU Vina Estetica is Reliability. The reliability variable is indicated by an OR value of 31,914, meaning that reliable respondents have a 31 times greater chance of patient satisfaction

than other variables. This study aligns with research (Destya et al., 2023), and the results showed that all variables were related to inpatient satisfaction at the X District Hospital. Reliability is The most dominant factor related to patient satisfaction, the quality dimension of Patient Satisfaction (OR 52.14). In addition, this study is also supported by research (Arinda, 2021) stating that the patient satisfaction variable in the reliability dimension has a significant effect on patient satisfaction. The OR value obtained was also 17,701 (95% CI: 6.166 - 50.818), which means that the reliability variable has a 17.701 times chance of influencing patient satisfaction. Based on the researcher's findings regarding the reliability variable, the initial process of starting a health service is the acceptance process. The first impression a patient receives of health services starts here, meaning that patients can judge the hospital's image from how the acceptance process takes place, and from here, the assessment of the quality of health services begins. Most respondents still consider the patient admission procedure not good because they still have to queue and wait a long time during registration. Of course, queuing and waiting long during the registration process will affect their perception and desire to continue the service. If this bad process continues in the next service, then it is certain that the hospital will lose its customers or patients. According to researchers' findings, the reliability factor affects the quality of hospital health services. If done well, the ability to provide promised services consistently and reliably (accurately) can increase the number of patient visits to the hospital.

CONCLUSION

Based on the research that has been conducted, the following conclusions can be drawn: The results of the study indicate that there is no influence of Physical Evidence (Tangibles) on patient satisfaction at RSU Vina Estetica Medan City, there is an influence of reliability on patient satisfaction at RSU Vina Estetica Medan City, there is an influence of responsiveness on patient satisfaction at RSU Vina Estetica Medan City, there is an influence of Attention (Emphaty) on patient satisfaction at RSU Vina Estetica Medan City, there is no influence of assurance on patient satisfaction at RSU Vina Estetica Medan City, the most dominant factor that is most related to patient satisfaction is reliability is the most dominant quality dimension about Patient Satisfaction at RSU Vina Estetica Medan City. Even though the research results show that physical evidence has no direct effect, regulations based on Presidential Decree no. 59 of 2024, namely in determining standardization, KRIS continues to emphasize the importance of physical facility standards, such as ventilation, lighting and the maximum number of beds per room. This aims to increase overall patient comfort, although physical comfort alone is not enough to influence satisfaction. The KRIS regulations, which will take full effect in June 2025, require hospitals to meet 12 standard criteria for inpatient services, including the reliability of facilities and the responsiveness of medical personnel. In this way, the implementation of hospital service standards in Indonesia will be more in line with community expectations while encouraging an overall increase in service quality.

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