



(REVIEW ARTICLE)



## Analysis of the dimensions of health service quality on patient satisfaction in the polyclinic of surgical sub-specialists of Royal Prima Hospital Medan, the Year 2024

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### Abstract

This study focuses on evaluating how different dimensions of health service quality impact patient satisfaction at Royal Prima Medan Hospital's Sub-Specialist Surgery Polyclinic in 2024. Understanding patient satisfaction is crucial as it reflects their expectations, needs, and assessments of the care received, ultimately influencing their loyalty and the hospital's reputation. Using a quantitative non-experimental approach with descriptive and associative analyses, the study involved 133 patients at the polyclinic, with a sample of 60 respondents selected incidentally. Data collection methods included interviews, questionnaires, and secondary data from the hospital. The variables studied were Service Satisfaction, Tangible aspects, Reliability, Responsiveness, Assurance, and Empathy. Ethical considerations were paramount, with approvals from the Health Research Ethics Commission and obtaining Informed Consent from informants/respondents. Validity and reliability tests were conducted on research instruments to ensure data quality. Statistical analysis using Chi-Square tests and multiple logistic regression revealed significant correlations between Reliability, Assurance, Appearance, Responsiveness, Empathy, and Patient Satisfaction. Among these, Empathy emerged as the most influential factor, highlighting the importance of communication, strong relationships, and understanding patient needs in healthcare settings. In conclusion, this study underscores the critical role of service quality dimensions in enhancing patient satisfaction, offering insights for healthcare providers to improve care delivery and patient experiences at Royal Prima Medan Hospital's Sub-Specialist Surgery Polyclinic.

**Keywords:** Health service quality; Patient satisfaction; Service quality evaluation; Service quality dimensions; Royal Prima Hospital Polyclinic Medan

### 1. Introduction

Patient satisfaction is a condition in which patients feel satisfied because their expectations, needs, and desires are met by comparing the services they receive and their expectations (Supartiningsih 2017). This includes the extent to which medical and non-medical services provided by healthcare providers follow patient expectations (Soumokil, Syafar, and Yusuf 2021). Factors that affect patient satisfaction include quality of service, accuracy of diagnosis, availability of medical facilities, interaction with medical and non-medical personnel, ease of access, availability of clear and comprehensive information, and attention to individual needs and preferences of patients (Suryawati 2004). Patient satisfaction is an essential indicator in evaluating the effectiveness of the health system and providing valuable feedback for service providers to continuously improve the quality of services offered (B. Imran and Ramli 2019); (Widiasari, Handiyani, and Novieastari 2019).

Increasing patient satisfaction is the result of providing quality health services and being able to meet patient needs holistically (Supartiningsih 2017). This includes aspects such as the availability of trained and competent medical personnel, adequate medical facilities, appropriate technology, easy accessibility, effective communication between patients and providers, and the overall fulfillment of patient rights. By providing healthcare that meets patient

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standards and expectations and prioritizes safety, fairness, and openness, healthcare providers can significantly improve patient satisfaction. In this context, regular evaluation of service quality and patient feedback is the key to continuously improving service quality (Patria and Amatiria 2017).

Patient satisfaction in the context of health services is influenced by patients' perceptions and assessments of the quality of services they receive (Noor 2018). One indicator often used to measure the quality of health services is patient satisfaction (Radito 2014). Patient satisfaction reflects how well the health service meets patients' expectations, needs, and desires. High-quality healthcare also creates high patient satisfaction, providing a positive and practical experience in treating, treating, and caring for patients. This high level of patient satisfaction has a significant impact, such as increasing patient loyalty to health care providers, including hospitals, and building a positive reputation that can attract more patients and support the sustainability of good health services. Therefore, consistently paying attention to and consistently improving health service quality is very important to achieve optimal patient satisfaction levels (Surasdiman, Gunawan, and Kadir 2019).

Patient loyalty to the Hospital is built through satisfaction with the services provided so that patients feel happy to get services again (Suwuh et al., 2018). Conversely, patient dissatisfaction can have a negative impact, with patients likely to convey their bad experiences to others, creating a negative perception of the health services provided. Therefore, understanding and increasing patient satisfaction is essential in improving the quality and development of patient loyalty to health services, including hospitals (Pambudy 2016). Previous research results have shown a significant influence of service quality on patient satisfaction. The quality of service is considered to influence patient satisfaction significantly. Therefore, understanding and implementing the concept of service quality in hospitals can be the key to increasing patient satisfaction, maintaining their loyalty, and building a positive reputation in the community. Based on the background above, researchers are interested in researching and analyzing the effect of the dimension of health service quality on patient satisfaction at the Sub-Specialist Surgery Polyclinic of Royal Prima Hospital Medan, in 2024.

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## 2. Research methods

This study uses non-experimental quantitative methods with a descriptive approach (cross-sectional survey) and associative analysis to present an overview of the relationship between the variables studied on patient satisfaction at the Sub-Specialist Surgery Polyclinic of Royal Prima Hospital Medan in 2024. The research location was at the Sub-Specialist Surgery Polyclinic of Royal Prima Hospital Medan, with a research time from January 2024. The population of this study included an average of the last three months of patient data at the Royal Prima Medan Hospital Sub-Specialist Surgery Polyclinic, which was 133 people, with a sample of 60 respondents determined using the Lameshow formula. Sampling is done using incidental techniques, where anyone who happens to meet the researcher can be used as a sample if deemed suitable as a data source.

The data collection method consists of primary data obtained through interviews, questionnaire distribution to respondents, and secondary data from the Royal Prima Medan Hospital Sub-Specialist Surgery Polyclinic in 2024. Operational definitions of variables include Service Satisfaction assessed for effectiveness, Tangible (Physical Evidence), Reliability (Constraints), Responsiveness (Responsiveness), Assurance (Assurance), and Empathy (Empathy). Data analysis uses univariate, bivariate (Chi-Square test), and multivariate (multiple logistic regression analysis) analysis to determine the relationship and determinants of the dependent and independent variables. Research ethics is carried out by submitting approval to the Health Research Ethics Commission, obtaining consent from informants/respondents through Informed Consent, and maintaining the confidentiality of data guaranteed by researchers. Validity and normality tests are carried out to ensure the validity of research instruments, with test results showing the validity of the instruments used in the study. Reliability tests were also carried out with the results of Cronbach's Alpha value, which showed the instrument's reliability level, which was good enough to be used as a data collection tool.

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## 3. Results and discussion

Based on Table 1, it can be seen that most respondents are women (65%) aged over 41 years (47%). Educationally, most respondents have an S1 educational background (43%), followed by high school (20%) and junior high school (18%). Meanwhile, only a tiny percentage of respondents are not in school (3%) or have higher education, such as D3 (2%). The combination of age, gender, and education data provides a clear picture of the profile of respondents in the study, which may affect the results and conclusions of the study conducted.

**Table 1** Overview of Respondents' Characteristics at Royal Prima Medan Hospital Sub-Specialist Surgery Polyclinic, Year 2024

Category	Sub-Categories	n	Percentage
Age	≤ 20 Years	6	10%
	21-30 Years	14	23%
	31-40 Years	12	20%
	≥ 41 Years Old	28	47%
	Total	60	100%
Gender	Law - Law	21	35%
	Woman	39	65%
	Total	60	100%
Education	No School	2	3%
	SD	8	13%
	SMP	11	18%
	SMA	12	20%
	D3	1	2%
	S1	26	43%
	Total	60	100%

Source: Primary Data processed in 2024.

Table 2 data is the result of the Chi-Square test that evaluates the relationship between health service quality and patient satisfaction levels at the Royal Prima Medan Hospital Sub-Specialist Surgery Polyclinic in 2024. The test results show that the Reliability variable shows a P-Value value of 0.006, indicating a significant relationship between the excellent sub-category of the Reliability variable and the level of patient satisfaction. The percentage of satisfaction in the superb sub-category of the Reliability variable reached 63%, while in the lousy sub-category, it reached 10%, with a total rate of patient satisfaction of 78%. The same thing is also seen in the Assurance variable, with a P-value of 0.08, showing a significant relationship between the Assurance dimension and patient satisfaction.

Tangibles also showed similar results with a P-value of 0.011, confirming the importance of physical aspects in improving patient satisfaction. Meanwhile, the Responsiveness variable showed a P-value of 0.003, showing a significant relationship with patient satisfaction. However, the most crucial variable is Emphati, with the lowest P-value of 0.001, showing a strong correlation between the Emphatic dimension and the level of patient satisfaction. The suitable sub-category of the Emphati variable reached a satisfaction percentage of 69%, while the lousy sub-category only reached 4%, with a total patient satisfaction percentage of 77%. These results highlight the importance of the Emphati dimension in improving patient experience and satisfaction at the Royal Prima Hospital Medan Sub-Specialist Surgery Polyclinic.

Based on Table 3, it can be explained as follows: the Emphati variable (empathy) stands out by having the largest OR (Odds Ratio), which is 6.447, and high significance with a P-value of 0.001. This shows that an increase in the Emphati variable (empathy) will significantly increase the chances of patient satisfaction at the Sub-Specialist Surgery Polyclinic of Royal Prima Hospital Medan. Other variables such as Reliability, Responsiveness, and Assurance significantly influenced patient satisfaction, albeit with a lower OR. Physical Evidence variables (Tangibles) did not show a significant effect based on the results of this logistic regression test.

**Table 2** Chi-Square *Test Table* Research Variables Analysis of Health Service Quality Dimensions on Patient Satisfaction at Royal Prima Hospital Medan Sub-Specialist Surgery Polyclinic, Year 2024

Category	Sub-Categories	Service Satisfaction		Total	P-Value
		Satisfied	Not Satisfied		
Reliability	Good	47	8	55	0.006
		63%	10%	73%	
	Bad	11	9	20	
		15%	12%	27%	
	Total	58	17	75	
	78%	22%	100%		
Assurance	Good	43	11	54	0.08
		57%	15%	72%	
	Bad	15	6	21	
		20%	8%	28%	
	Total	58	17	75	
	77%	23%	100%		
Tangibles	Good	46	9	55	0.011
		61%	12%	73%	
	Bad	12	8	20	
		16%	11%	27%	
	Total	58	17	75	
	77%	23%	100%		
Responsiveness Data	Good	47	8	55	0.003
		63%	11%	73%	
	Bad	11	9	20	
		15%	12%	27%	
	Total	58	17	75	
	77%	23%	100%		
Empathy	Good	52	3	55	0.001
		69%	4%	73%	
	Bad	6	14	20	
		8%	19%	27%	
	Total	58	17	75	
	77%	23%	100%		

Source: Processed primary data, 2024

**Table 3** Table of Logistic Regression Test of Enter Method, Research Variables Analysis of Health Service Quality Dimensions on Patient Satisfaction at the Sub-Specialist Polyclinic of Surgery at Royal Prima Hospital Medan, Year 2024

Variable	B	P value	OR	EXP(B)	
				Lower	Upper
Tangibles	-245	0.625	0.899	952	4.488
Reability	1.056	0.021	3.045	1.021	7.702
Responsiveness	1.655	0.06	4.154	1.103	9.114
Assurance	1.124	0.012	3.458	1.094	7.458
Empathy	2.214	0.001	6.447	1.245	12.114

Source: Processed primary data, 2024.

The results of the Chi-Square statistical test show the p-value of the variables Reliability of 0.006, Assurance of 0.008, and Tangibles of 0.011, all of which are below the significance level of 0.05. This indicates that these variables have a significant relationship with Patient Satisfaction at the Surgical Sub-Specialist Polyclinic of Royal Prima Hospital Medan, Year 2024. In another context, physical evidence variables (tangibles) are also stated to significantly affect patient satisfaction at Langsa Lama Hospital, aligning with Mundung's research findings (2019). Similarly, the variables of Responsiveness and Empathy were also shown to be significantly related to patient satisfaction in various previous studies (Mundung, Wowor, and Maramisi 2019). Overall, quality of care that includes physical aspects, responsiveness, and empathy has proven essential in increasing patient satisfaction, a primary focus in the healthcare industry. Patient satisfaction is a significant aspect of healthcare outcomes. If the patient is less satisfied, the health service will not achieve its goal of mentioning that patient satisfaction is the primary concern in improving quality and is the expected output of health services (Herawati 2015). Patient satisfaction is generally defined as the consumer's view of services received and outcomes and treatment, which can be used as a program evaluation to improve the ability of healthcare providers. And bring together services according to patient wishes (Rismayanti, Bata, and Kadir 2018). As a health institution with a mission to improve public health, this Hospital must try harder to enhance its professionalism, especially in providing health services to the community in its region. The quality of service to patients is a complex process, so in the end, it will concern the management of the Hospital as a whole. Therefore, the concept of the Hospital needs to be updated and perfected so that quality, affordable, effective, and efficient health services can be realized, as well as be equitable and sustainable (I. Imran et al. 2021).

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#### 4. Conclusion

Based on the statistical analysis results, service quality variables from Reliability, Assurance, Tangibles, Responsiveness, and Emphati significantly correlate with Patient Satisfaction at the Royal Prima Medan Hospital Sub-Specialist Surgery Polyclinic in 2024. The most influential variable in increasing patient satisfaction is Emphati, which shows the importance of ease of communication, good relationships, and understanding of patient needs to achieve higher levels of satisfaction in the healthcare environment.

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#### Compliance with ethical standards

##### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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