



ANALYSIS OF INFLUENCE SERVICE QUALITY, FACILITIES AND LEVEL OF SATISFACTION IN RETURNING TREATMENT

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ABSTRACT

Increasing the quality of service and supporting facilities will provide patient satisfaction. If patients are satisfied with the health services received, if the patient needs health services they will tend to be interested in making repeat visits to seek treatment at the Watukenongo Health Center. This study aims to analyze the effect of service quality, facilities and satisfaction levels on repeat visit interest at the Watukenongo Community Health Center. The research method uses a cross-sectional study design. This study was conducted at the Watukenongo Health Center outpatient clinic starting from January-February 2025. The sample in the study was 165 patients, namely new patients, general patients and patients who were in the Watukenongo Health Center area and received services. The sampling technique was simple random sampling. The data analysis method used was univariate analysis, chi square and multiple logistic regression tests. The results of the chi square test were that service quality (p value 0.0371 <0.05) had a significant effect on interest in visiting the Watukenongo Health Center, facilities (p value 0.009 <0.05) had a significant effect on interest in repeat visits, satisfaction (p value 0.005 <0.05) had a significant effect on interest in visiting the Watukenongo Health Center. From the results of the logistic regression test, namely, satisfaction with a p-value of 0.0043 and OR/ (Exp(B))= 2.217, facilities with a p-value of 0.0015 and OR/ (Exp(B))= 3.942, quality of health services with a p-value of 0.0016 and OR/ (Exp(B))= 4.436. The conclusion is that the quality of service, facilities and level of satisfaction affect the interest in revisiting the Watukenongo Health Center. However, for patients who feel satisfied, it is 4.436 times more influential in attracting interest in revisiting the Watukenongo Health Center.

Keywords: facilities; level of satisfaction; service quality

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INTRODUCTION

Public Health Center is the spearhead of health service activities that determine the health status of the Indonesian people. Measuring the quality of patient care is considered the main indicator for assessing service quality. Eka's research (2017) shows the influence of the quality of health services on the interest in repeat visits, the higher the quality of health services, the greater the interest in patient visits (Aprianti, 2017) so that health centers must improve the quality of health services to provide satisfaction to patients/the community (Busro, 2018).

Watukenongo Health Center is a basic outpatient health service center. Health service facilities are a unit as a place used to provide health services and are a benchmark for all services so that they can provide comfort and satisfaction to patients when receiving health services (Tjiptono, 2016). According to (Nuralia, 2019) the better the health facilities (sophisticated, complete and comfortable) available indicate the better quality of the health services so that they provide satisfaction to patients. This will encourage patients to choose the health service again. Satisfaction is one of the indicators for assessing the quality of health services. Quality service can provide satisfaction to its customers so that service providers will continue to strive to improve quality facilities and services. Patient satisfaction is the

main goal of the health center, the hope is that patients will return to the health center. The number of patient visits can be influenced by several factors including service quality, adequate facilities and patient satisfaction levels. The interest in repeat visits is influenced by the satisfaction and quality of services that have been provided previously. According to Muhammad (2018) there is a significant influence of the quality of health services on the interest in repeat visits for treatment at the health center, indicating that the higher the quality of health services, the higher the interest in repeat visits (Busro, 2018).

Problem Formulation: Is there an influence of service quality, facilities and level of satisfaction on the interest in repeat visits for treatment at the Watukenongo Health Center?.
Research Objectives to analyze the influence of service quality, facilities and level of satisfaction on the interest in repeat visits for treatment at the Watukenongo Health Center, Mojokerto Regency

METHOD

This study is a quantitative study with a cross-sectional research design by looking at the quality, health service facilities and patient satisfaction levels. The sample in this study were new patients who came to get services at the Watukenongo Health Center. The sample size was obtained from calculations using the Slovin formula and we get 165 patients. The sampling technique in this study used the Simple Random sampling technique, the instrument used was a questionnaire sheet. In this study, the independent variables were the quality of health services (Tangibles, Empathy, Responsiveness, Reliability, Assurance), health service facilities and satisfaction levels and dependent variable was the interest in repeat visits. The data that has been collected will then be processed (Editing, Coding, Scoring and Tabulating). The data analysis method used was univariate analysis, chi square and multiple logistic regression tests

RESULT

Table 1.
Characteristics Respondens (n=165)

Characteristics	%
Age	
< 20 Year	2.4 %
≥ 20 Years	97.6 %
Gender	
Male	56.4 %
Female	43.6 %

Service quality in Puskesmas Watukenongo is good (81,8%), Facilities it was good (77%) and interest in repeat visit for treatment is 84,2%.

The result influence between service quality on the interest in repeat treatment at the Watukenongo health center is 88,9% and chi-square result p-value 0,0371 and p-value< α =0,05, H0 rejected. That means there is influence of service quality on the interest in repeat visits for treatment at the Watukenongo health center.

The result influence between facilities on the interest in repeat treatment at the Watukenongo health center is 90,6% and chi-square result p-value 0,009 and p-value< α =0,05, H0 rejected. That means there is influence of facilities on the interest in repeat visits for treatment at the Watukenongo health center.

The result influence between level of satisfaction on the interest in repeat treatment at the Watukenongo health center is 89% and chi-square result p-value 0,005 and p-value< α =0,05,

H_0 rejected. That means there is influence of level of satisfaction on the interest in repeat visits for treatment at the watukenongo health center.

The result influence service of quality, facilities and level of satisfaction on the interest in repeat visits for treatment at the Watukenongo Health Center. From the results of the logistic regression test, namely, satisfaction with a p-value of 0.0043 and OR/ (Exp(B))= 2.217, facilities with a p-value of 0.0015 and OR/ (Exp(B))= 3.942, quality of health services with a p-value of 0.0016 and OR/ (Exp(B))= 4.436.

DISCUSSION

The influence of health service quality on the interest repeat visits for treatment at Watukenongo center. The results of the statistical test using the chi-square test showed that the p-value was 0.0371, meaning that the p-value $<\alpha=0.05$, meaning H_0 was rejected. There is an influence between the quality of health services on the interest in repeat visits for treatment at the Watukenongo Health Center, Mojokerto Regency. The quality of service from an institution is largely determined by the humans who act as service providers (Risma S, S & Dian C, F 2022). Officers or individuals who provide services have a major role in terms of service quality. Therefore, all health facility service actors, be it doctors, nurses, non-medical personnel, and medical personnel, need to provide excellent and quality services to patients and their families because they are consumers in health services who determine the location or destination to obtain health services. This is in accordance with the results of Olvi's study (2023) that there is a significant influence between the quality of health services on the interest in repeat visits (Abbas et al., 2023).

The Influence of Health Facilities on the Interest in Revisiting for Treatment at the Watukenongo Health Center, Mojokerto Regency. The results of statistical tests using the chi-square test showed that the p-value was 0.009, meaning that the p-value $<\alpha=0.05$, meaning H_0 was rejected. There is an influence between health facilities on the interest in revisiting for treatment at the Watukenongo Health Center, Mojokerto Regency. Health facilities in the form of registration places, buildings, waiting rooms, service rooms and transportation to health services are one of the factors that are the reasons why patients decide to choose a location for treatment. According to Kasuba (2018), the easier the access to service facilities, the easier it tends to be for patients to visit, and vice versa, the more difficult the access, such as difficult roads, difficult transportation facilities, will make patients reluctant to visit again (Kasuba and Kurniawan, 2018).

The Influence of Health Satisfaction Level on the Interest in Repeat Visits for Treatment at the Watukenongo Health Center, Mojokerto Regency. The results of the statistical test using the chi-square test showed that the p-value was 0.005, meaning that the p-value $<\alpha=0.05$, meaning H_0 was rejected. There is an influence between the level of satisfaction on the interest in repeat visits for treatment at the Watukenongo Health Center, Mojokerto Regency. Patient satisfaction is a reality but is often overlooked as an indicator of quality. The quality of health services is the end result (output) of the interaction and dependency between various aspects in health care facilities. Products that meet customer needs or are of high quality, have benefits can win the competition, increase market share, and increase customer satisfaction (Sangkot, 2022).

Based on the results of the analysis, the results are in line with other studies which state that there is a relationship between patient satisfaction in five dimensions of quality and the intention to revisit (Sukiswo, 2018). Other studies have also found that service quality has a positive and significant effect on the intention to revisit through patient satisfaction (Jalias, 2020). This is similar to research showing that patient satisfaction has a significant and

positive effect on revisits. Patients are interested in revisiting for further treatment because of their good and impressive experiences from previous visits, which they consider satisfactory. Someone who decides to repeat the service they have received (Sangkot, 2022). Analysis of the Influence of Health Service Quality, Physical Facilities and Health Satisfaction Level on the Interest in Revisiting for Treatment at the Watukenongo Health Center, Mojokerto Regency.

Based on the results of multiple logistic regression analysis of the three variables, it was obtained that the variables that were significantly related to the interest in revisiting were the quality of health services, physical facilities and the level of satisfaction. However, there is one variable that is most dominant because it has the lowest P value (0.001) and the highest Odds Ratio (OR) is the variable level of satisfaction. The modeling results obtained the Odds Ratio (OR) level of satisfaction with a value (Exp (B)) showing the number 4.436. From the results of this analysis, it can be concluded that the most dominant variable/greatest significant influence on the interest in revisiting is the level of satisfaction. The level of satisfaction is an important element and has the greatest influence on the intention to revisit, both in bivariate and multivariate analysis.

Satisfaction is a feeling of pleasure/disappointment that arises after comparing the performance of a product that is thought of against the performance offered. According to Kotler and Keller (2009), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing their perception or impression of or the results of products and services and their suitability to their expectations. Measuring user satisfaction of health services is one of the indicators to determine the quality of health services. Customer satisfaction and dissatisfaction with the product will affect subsequent behavioral patterns such as interest in repurchasing the product (Satria and Dian, 2020).

CONCLUSION

There is an influence between facilities, level of satisfaction and the quality of service on the intention to revisit for treatment at the Watukenongo Health Center, Mojokerto Regency in 2024 and the level of satisfaction has an effect of 4,436 times on repeat visits.

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