



## ANALYSIS OF PATIENT SATISFACTION LEVEL TOWARDS SERVICES

**Christina Ary Yuniarti\***, Wachid Dachirin, Namira Isthi Afiya, Adinda Mutiara Cahaya Insani

Program Studi Administrasi Kesehatan, Sekolah Tinggi Ilmu Kesehatan Semarang, Kawasan ATEM Technopark, Jl. Kolonel Warsito Sugiarto KM. 2,5 Sadeng, Gunungpati, Semarang, Central Java 50222, Indonesia

\*[christinaarie@yahoo.co.id](mailto:christinaarie@yahoo.co.id)

### ABSTRACT

Patient satisfaction is an essential indicator of healthcare quality, directly linked to trust and patient loyalty. This study aims to analyze patient satisfaction levels toward the services provided at Kembang Arum Clinic, Kalipancur, Ngaliyan District, Semarang City. A quantitative approach was employed using a survey design, with data collected through questionnaires covering five dimensions of satisfaction: tangibles, reliability, responsiveness, assurance, and empathy. Data were gathered from a sample of patients within a specified period and analyzed descriptively. The findings indicate the highest satisfaction levels in the empathy dimension (74.6%) and reliability (66%), while the assurance dimension had the lowest satisfaction level (58.33%). Certain aspects, including waiting times and physical facilities, require improvement to enhance service quality. The conclusion highlights the need for improved medical facilities and better time management to ensure higher patient satisfaction levels.

Keywords: comfort; service; satisfaction level

### How to cite (in APA style)

Yuniarti, C. A., Dachirin, W., Afiya, N. I., & Insani, A. M. C. (2025). Analysis of Patient Satisfaction Level Towards Services. *Indonesian Journal of Global Health Research*, 7(2), 769-780. <https://doi.org/10.37287/ijghr.v7i2.5744>.

## INTRODUCTION

Health is a fundamental need of society. According to Law Number 36 of 2009, health is a state of physical, mental, and social well-being that enables individuals to live productively both economically and socially. Furthermore, every individual has the right to access healthcare services (Darmin et al., 2022; Affandi, 2019). Service is a form of action aimed at customers, either in material or non-material forms, with the goal of directly meeting their needs to help solve their problems. As recipients of healthcare services, patients should receive the best possible service in accordance with their expectations, which can be encountered in daily life, one of which is at hospitals. Hospitals are one of the service providers in the healthcare sector, and those who receive these services, or customers, are referred to as patients. The services provided by hospitals vary, but each patient's expectations differ, leading to varying levels of patient satisfaction. To achieve a high level of patient satisfaction, hospitals must measure patient satisfaction levels to improve the services they provide in the future (Irawan et al., 2020).

Given the importance of healthcare services for every individual, hospitals play a crucial role in meeting society's needs for medical care. Healthcare services should be accessible to all members of the community. As providers of curative, rehabilitative, promotive, and preventive services, hospitals hold a vital position within the healthcare system. Therefore, efforts to improve hospital service quality must be prioritized in healthcare development. These efforts are essential to ensure that all individuals can receive affordable and equitable healthcare services (Azwar, 1996). Customer satisfaction or dissatisfaction is a response to the perceived disconfirmation between prior expectations (or other performance norms) and the actual performance of a product after use. Customer satisfaction is expected to be the first step in

building loyalty, although it does not always guarantee that customers will remain loyal. Tjiptono explains that customer satisfaction is an emotional response to the evaluation of experiences in using a product or service. Meanwhile, Fornell states that the primary goal of customer satisfaction is to increase customer retention (Ratnasari & Puspani, 2019a)

Similarly, according to Kotler and Keller, consumer satisfaction refers to the positive or negative emotions a person feels after comparing the results obtained from a product with their expectations. If the received outcome is lower than expected, consumers will feel dissatisfied. Conversely, if the outcome exceeds expectations, consumers will feel satisfied (Setiawan et al., n.d.). According to Sunyoto, consumer or customer satisfaction is the level of satisfaction an individual feels after comparing the performance or results obtained with their expectations. This level of satisfaction is influenced by the difference between perceived performance and expectations. Consumers may experience one of three satisfaction levels: if performance is lower than expected, they will feel disappointed; if performance meets expectations, they will feel satisfied; and if performance exceeds expectations, they will feel highly satisfied or delighted (Ellitan, 2023) The level of satisfaction is a function of the difference between perceived performance and expectations. Consumers may experience one of three general satisfaction levels: dissatisfaction if performance is below expectations, satisfaction if performance meets expectations, and exceptional satisfaction (delight) if performance exceeds expectations. Patient satisfaction is crucial in assessing service quality, as patients highly expect friendly, fast, accurate service and reliable human resources (Yüksel & Yüksel, n.d.).

According to the Regulation of the Minister of Health of the Republic of Indonesia No. 9 of 2014, a clinic is a healthcare institution that provides basic and/or specialized medical services. Clinics may be owned by the government or municipal authorities. Government clinics must comply with national regulations, while private outpatient clinics may be established by individuals or companies. Community-owned inpatient clinics must be legally incorporated. To ensure patient satisfaction, clinics must provide services that adhere to established standards and meet patient expectations. Patient satisfaction is determined not only by recovery outcomes but also by the quality of service received during treatment (Isa, n.d.). Health is one of the basic human needs, and it cannot be separated from health services and facilities in the form of disease prevention, health promotion, treatment of diseases, and health recovery (preventive, promotive, curative, and rehabilitative health services). Health services can be defined as a series of activities carried out in an integrated and continuous manner, aiming, among other things, to maintain and improve the health status of the community. This can be implemented through curative and rehabilitative efforts (Atta NS., et al., 2016).

The quality of service in the health sector refers to healthcare services that lead to patient satisfaction. Satisfaction is an important aspect of healthcare services because it serves as an indicator for measuring the quality of healthcare services (Novaryatiin, 2018). Patient loyalty towards a healthcare service, such as that provided by Klinik Kembang Arum Kalipancur, can be built by improving the quality of service offered to patients. Enhancing service quality, such as providing friendly, fast, and accurate service supported by competent human resources, is expected to create patient satisfaction. Patient satisfaction is essential in building loyalty, as satisfied patients tend to return for treatment and even recommend the clinic to others. Therefore, analyzing patient satisfaction levels regarding the services at Klinik Kembang Arum Kalipancur is highly relevant to assess how effective the clinic is in creating patient satisfaction and fostering loyalty. If patients are satisfied with the quality of service received, they will develop loyalty toward the clinic, which in turn can contribute to the

clinic's success and reputation (Fatima et al., 2018)

Patient satisfaction is a key aspect of healthcare, and it has been shown that there is a strong relationship between healthcare workers' treatment and patient satisfaction (WHO, 2017). Several studies have provided data on patient satisfaction levels in various countries. According to Ndambukti the patient satisfaction rate in Kenya was 40.4%, while in Bakhtapur, India, Twayana reported a satisfaction rate of 34.3%. In Indonesia, patient satisfaction was recorded at 42.8% (Witter et al., 2015). Healthcare services are considered substandard or of poor quality if patient satisfaction levels fall below expectations. Therefore, achieving and maintaining a high level of patient satisfaction is essential for a clinic's success. This study aims to analyze patient satisfaction levels with the services provided by a local clinic, focusing on dimensions such as physical evidence, reliability, responsiveness, assurance, and empathy. The findings of this study are expected to contribute to the improvement of clinic services and the quality of patient care.

## **METHOD**

This research is a descriptive study that focuses on one or more variables with the aim of systematically, factually, and accurately explaining or describing the facts and characteristics of a particular object or population (Sugiyono, 2019). This study employs a descriptive non-experimental approach aimed at analyzing patient satisfaction levels regarding healthcare services provided by Klinik Kembang Arum Medica, Semarang. The study explores the extent to which the quality of services offered by the clinic influences patient satisfaction. The research was conducted on Thursday, January 9, 2025, at Klinik Kembang Arum Medica, Semarang. The location was selected to obtain direct information from patients receiving services at the clinic. The population in this study includes all patients or their companions who received healthcare services at Klinik Kembang Arum Medica on the day of the research. The sample consists of 20 patients visiting on that day, using the saturation sampling method, which involves selecting all members of the population that meet the respondent criteria.

Sampling was conducted using the saturation sampling technique, based on Arikunto's recommendation that if the research object is less than 100 individuals, it is preferable to take the entire population. Arikunto also states that a sample represents a portion of the population considered representative of the entire population under study. Therefore, the sample in this study includes all patients or companions receiving healthcare services at Klinik Kembang Arum Medica on the designated day. The data collected in this study consists of primary and secondary data. Primary data was obtained through questionnaires distributed to respondents who are subjects of the study. Secondary data was gathered from relevant literature and journals to support the analysis. The data analysis techniques used in this research include validity testing, reliability testing, percentage analysis, and Likert scale analysis to assess patient satisfaction levels.

The variables in this study are as follows:

1. Independent Variable: Service quality at Klinik Kembang Arum Medica
2. Dependent Variable: Patient satisfaction with services at Klinik Kembang Arum Medica.
3. Operational Definitions of Variables:
4. Patient or Companion: An individual receiving healthcare services at Klinik Kembang Arum Medica
5. Service: All types of healthcare services provided by medical personnel at Klinik Kembang Arum Medica
6. Satisfaction: The feeling of a patient or companion after comparing the received service with their expectations.
7. Satisfaction Level: Measurement of satisfaction level based on the Likert scale, scored

from very dissatisfied (score 1) to very satisfied (score 4).

**Research Instrument:**

The instrument used in this study is a questionnaire containing questions related to service quality and patient satisfaction levels.

**Data Analysis:**

1. Validity Test: Using significance value (P-Value), where if  $P < 0.05$ , the questionnaire items are considered valid
2. Reliability Test: Using Cronbach’s Alpha formula, with a standard value  $> 0.70$  indicating good reliability
3. Percentage Analysis: Data is analyzed using percentage formulas to determine the proportion of patient satisfaction levels.
4. Likert Scale: Response format with scores ranging from 1 to 4, where each answer is weighted to measure satisfaction levels.

The validity and reliability of the study results will be ensured by examining the validity and reliability of the instruments used. Validity will be tested through significance testing, while reliability will be tested using Cronbach’s Alpha values. The collected data will also be reviewed to ensure consistency and accuracy of results. This study has obtained ethical approval from the ethics committee to ensure compliance with research ethics standards, respecting the privacy and confidentiality of information provided by respondents.

**RESULT**

This study was conducted at Kembangarum Medica Clinic to evaluate the quality of healthcare services based on five dimensions: Tangible (physical evidence), Reliability (capability), Responsiveness (responsiveness), Assurance (guarantee), and Empathy (attention). Data were collected from 20 respondents consisting of patients and their companions.

Table 1.

Tangible Dimension (Physical Evidence)

Physical Evidence	Score	Percentage	Category
The waiting room at the registration area feels comfortable	53	66%	Satisfied
The waiting room at the registration area is clean	57	71%	Satisfied
The staff at the registration area are friendly	54	68%	Satisfied
The staff at the registration area appear polite and neat	57	71%	Satisfied
	53	66%	Satisfied

Based on Table 1, service quality was measured through physical evidence, such as waiting room comfort, cleanliness, staff friendliness, and staff appearance. The findings indicate that most respondents are satisfied with the available facilities. The comfortable waiting room at the registration area received a score of 53 (66%), the clean waiting room scored 57 (71%), friendly staff scored 54 (68%), and polite and neat staff appearance scored 57 (71%). The average score for this dimension is 54.66, with a satisfaction percentage of 69%, indicating a good level of patient satisfaction with the provided facilities.

Table 2.  
Reliability Dimension (Capability)

Capability	Score	Percentage	Category
Availability of service flow information at the registration area	52	64%	Satisfied
Waiting time from registration to service is less than 18 minutes	50	63%	Satisfied
Simple registration administrative requirements	57	71%	Satisfied
Staff punctuality	53	66%	Satisfied
	53	66%	Satisfied

According to Table 2, this dimension measures the reliability of providing fast and accurate services. The results show that most respondents are satisfied with the services, although some aspects need improvement. The availability of service flow information at the registration area received a score of 52 (64%), waiting time of less than 18 minutes scored 50 (63%), easy administrative requirements scored 57 (71%), and staff punctuality scored 53 (66%). The average score for this dimension is 53 (66%), indicating a relatively high satisfaction level, though there is room for improvement, particularly in waiting time and service information accuracy.

Table 3.  
Responsiveness Dimension

Responsiveness	Score	Percentage	Category
Staff handling complaints at the registration area responds quickly	48	60%	Fairly Satisfied
Patients can register online	54	68%	Satisfied
Average	51	64%	Satisfied

Based on Table 3, the responsiveness dimension measures how quickly and accurately staff respond to patient requests or complaints. The findings show that staff are reasonably responsive to patient complaints, with a score of 48 (60%) for quickly addressing complaints. Online registration received a score of 54 (68%). The average score for this dimension is 51 (64%), indicating a moderate satisfaction level, but the clinic needs to improve its complaint response time and enhance the efficiency of the online registration system.

Table 4.  
Assurance Dimension

Assurance	Score	Percentage	Category
Staff provides clear explanations regarding visit schedules	47	59%	Fairly Satisfied
Availability of complaint services (suggestion box or service number)	55	69%	Satisfied
Staff response to complaints	48	60%	Fairly Satisfied
Average	50	58.33%	Fairly Satisfied

According to Table 4, this dimension measures the sense of security and trust given by staff to patients. The findings indicate some shortcomings, particularly in providing clear information about visit schedules. Staff explanations regarding visit schedules received a score of 47 (59%), indicating a relatively low satisfaction level. The availability of complaint services scored 55 (69%), showing that most patients are fairly satisfied with the complaint service facilities. However, staff responses to complaints received a score of 48 (60%), suggesting a need for improved response times. The average score for this dimension is 50 (58.33%), indicating that the assurance dimension requires improvement, especially in clarity of

information and response to complaints.

Table 5.

Empathy Dimension

Empathy	Score	Percentage	Category
Staff performs duties according to the service flow information	55	69%	Satisfied
Availability of queue numbers at the registration area	61	76%	Satisfied
Staff serves patients according to the queue number	63	79%	Satisfied
	59	74.6%	Satisfied

Based on Table 5, this dimension measures the attention and empathy given by staff to patients. The findings indicate that patients are satisfied with the attention provided by staff. Staff performing duties according to service flow information received a score of 55 (69%), the availability of queue numbers scored 61 (76%), and staff serving patients according to the queue scored 63 (79%). The average score for this dimension is 59 (74.6%), indicating that the clinic successfully provides good attention to patients and maintains a positive relationship with them.

## DISCUSSION

A service is considered satisfactory if it can meet the needs and expectations of the public. If the community is dissatisfied with a service provided, it can be concluded that the service is of poor quality or inefficient. Customer satisfaction, according to Fitzsimmons and Fitzsimmons is the "customer's perception that a supplier has met or exceeded their expectations." Based on this definition, it can be understood that customer satisfaction is the public's perception of reality, compared with their expectations. This refers to the gap between consumer expectations and the service provided by the service provider (Hardiyansyah, 2011). Service is considered satisfactory if there is no gap between customer expectations and the service provided, leading to alignment between the service and what the customer anticipated. This includes aspects such as fast, comfortable, easy service, and friendly staff, which collectively meet the customer's expectations.

Meanwhile, Zeithaml, Parasuraman, and Berry (in Raminto and Atik S.W., 2010) stated that the service provided by a service organization does not always meet customer expectations, which means that customer satisfaction cannot always be achieved effectively. In discussing the research findings, we examine several dimensions of healthcare service quality at Klinik Kembangarum Medica. The results indicate the level of patient satisfaction with the services provided by the clinic, focusing on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy (Upadhyai et al., 2019). The findings provide insights into the strengths and areas for improvement within the clinic's service delivery.

**Tangibles (Physical Evidence)** The tangible aspect of service quality includes the clinic's physical facilities, cleanliness, medical equipment, and staff appearance. The results show that patients generally perceive the clinic's physical environment positively. The waiting area's comfort scored 66%, while cleanliness was rated higher at 71%. Staff friendliness and professional appearance also received 68% and 71%, respectively. These findings align with prior research indicating that a well-maintained and comfortable environment significantly impacts patients' perceptions of service quality. However, continuous improvements in facility maintenance and enhancements in the clinic's aesthetics can further boost patient satisfaction. The research on customer satisfaction emphasizes its importance as a strategic goal for organizations, including service providers like clinics and hospitals. The five key dimensions of service quality response, assurance, tangibility, empathy, and reliability are

widely recognized for influencing customer satisfaction. While these dimensions are considered distinct, recent research has focused on exploring their relative importance, especially how they impact external customer satisfaction.

The study you referenced delves into the role of tangibility which includes physical facilities, tools and equipment, appearance, and the physical presentation of staff in shaping customer satisfaction. The research combines two approaches: Operation-Based Tangibilization (OBT) and Marketing Based Tangibilization (MBT), and seeks to measure their impact on customer satisfaction in both the hospital and hospitality sectors. In aligning this with the findings at Klinik Kembangarum Medica, where patient satisfaction is assessed based on the five service quality dimensions, the research specifically highlights how tangibility plays a central role in shaping perceptions of service quality. The clinic's physical aspects, such as the condition of the facilities, the tools used, and the staff's appearance, directly contribute to patient satisfaction as seen in the significant path coefficients for variables like physical facilities and appearance in the healthcare context.

Moreover, the application of Structural Equation Modeling (SEM), which was employed in the study to measure the tangibilization construct, is a powerful tool for analyzing the relationships between service quality dimensions and customer satisfaction. In this case, SEM helps validate the hypothesis that tangibility has a measurable and significant effect on customer satisfaction, particularly in the healthcare sector. Thus, the findings from Klinik Kembangarum Medica are consistent with the broader research in that tangibility (whether through physical facilities, equipment, or staff presentation) is a critical determinant of patient satisfaction. The emphasis on OBT and MBT in this research further supports the notion that tangibility, as an operational and marketing component, enhances patients' perceptions of service quality and, consequently, their overall satisfaction with the clinic's services (Kumar Panda, 2014).

This dimension includes physical facilities, medical equipment, clinic environmental cleanliness, as well as the appearance of medical personnel and staff. Based on data analysis, it was found that this factor has a significant impact on patient satisfaction. This is in line with previous research, which indicates that physical facilities and the overall appearance of the clinic influence patients' perception of service quality (Ulandari et al., 2019). Service reliability reflects the extent to which the clinic can provide consistent, accurate, and dependable services. The research findings indicate that most patients are satisfied with the reliability of the services provided, such as the punctuality of doctor consultations and the accuracy of diagnoses. However, some patients have expressed concerns about waiting times, which still need improvement. This factor aligns with previous studies showing that reliability is one of the key determinants of patient satisfaction in healthcare facilities (Easley, 2024).

**Reliability (Capability).** Reliability is defined as the ability to deliver services as promised accurately and dependably (Handayani, 2016). Reliability reflects the clinic's ability to provide consistent, accurate, and dependable services. The study reveals that while most patients are satisfied with service reliability, some areas require improvement. The availability of service flow information scored 64%, while waiting time for services (less than 18 minutes) was rated at 63%. The ease of registration received a higher score of 71%, demonstrating that administrative efficiency plays a crucial role in patient satisfaction. Staff punctuality also contributed to a satisfaction level of 66%. These findings highlight the importance of reducing waiting times and ensuring clear communication about service processes to enhance patient trust and satisfaction.

The Reliability dimension plays a crucial role in shaping patient satisfaction, as it reflects the extent to which healthcare services are provided consistently, accurately, and dependably. Based on the findings from Table 2, patients at Kembangarum Medica Clinic generally expressed satisfaction with the reliability of the services, with an overall score of 66%. Key aspects such as availability of service flow information (64%), administrative simplicity (71%), and staff punctuality (66%) contributed to a positive patient experience. However, waiting time (63%) was identified as an area needing improvement, suggesting that efficiency in patient flow management could enhance overall satisfaction. These findings align with the systematic review conducted by Ferreira et al. (2023), which emphasizes the importance of medical care quality, effective communication, and patient expectations in determining satisfaction levels. The study underscores that assurance of service quality is fundamental in meeting patient needs. The availability of clear service flow information and adherence to punctuality can reinforce patients' trust and confidence in healthcare providers. However, delays in service provision such as prolonged waiting times can negatively impact perceived reliability and contribute to dissatisfaction, as highlighted in previous studies on healthcare service quality (Ferreira et al., 2023).

Furthermore, the concept of Patient-Centered Care (PCC) emphasizes that healthcare organizations and professionals must actively understand what patients value. PCC requires that patients be treated as full partners in their care, rather than passive recipients of services. One of the key elements of PCC is ensuring reliable and efficient healthcare delivery, which aligns with the Reliability dimension of this study. When healthcare services are predictable, transparent, and punctual, patients feel more in control of their care journey, leading to greater engagement and trust in healthcare providers (Edgman-Levitan & Schoenbaum, 2021). In light of these findings, Kembangarum Medica Clinic can enhance its reliability by addressing waiting time concerns, optimizing service flow transparency, and ensuring consistent staff performance. These improvements will not only align with global best practices in patient satisfaction research but also reinforce trust and confidence in the healthcare services provided.

**Responsiveness.** Responsiveness refers to the willingness, alertness, and ability of healthcare staff to assist customers and provide services quickly and effectively. Customers expect to receive good service. This requires responsiveness from healthcare staff in handling patient complaints efficiently (Tjiptono, 2017). Responsiveness measures how quickly and efficiently staff respond to patient needs and complaints. The study findings indicate moderate satisfaction in this area. Staff responsiveness to complaints was rated at 60%, while the availability of online registration received a higher rating of 68%. Although online registration has been well-received, improvements are needed in handling patient complaints promptly. Delayed responses to concerns can negatively impact patient experience, emphasizing the need for staff training to enhance service efficiency. The study by Ratnasari aims to assess patient satisfaction with healthcare services at Klinik Pratama ABC in Bandung, using two analytical methods: customer satisfaction index and importance-performance analysis. The results indicate that, overall, patients are satisfied with the services received (78%).

In relation to your study on responsiveness, which measures how quickly and efficiently staff respond to patient needs and complaints, it can be concluded that although the response to patient complaints was rated low (60%), the availability of online registration received a higher rating (68%). This suggests that while there have been improvements in online services, the response to patient complaints needs further enhancement. The seven factors that fall into quadrant D of the importance-performance analysis indicate areas that require



improvement, possibly including responsiveness. Focusing on improving the prompt response to patient complaints could enhance the overall patient experience and increase satisfaction in the future (Ratnasari & Puspani, 2019b). Assurance The assurance dimension evaluates the level of confidence patients have in clinic services, particularly regarding staff competence and communication. The study indicates that this is one of the weaker areas, with an overall satisfaction score of 58.33%. Patients reported lower satisfaction (59%) regarding staff explanations about visit schedules, suggesting a gap in communication. The availability of a complaint service (suggestion boxes and service numbers) received a relatively higher score of 69%, while staff responsiveness to complaints was rated at 60%. These findings suggest that improving the clarity of communication and ensuring that complaints are addressed in a timely manner can enhance patient trust and overall satisfaction.

The study on hospital service expectations highlights the crucial role of service quality in shaping patient satisfaction and loyalty. Using SERVQUAL dimensions (Reliability, Assurance, Tangibility, Empathy, and Responsiveness), the study found that all five dimensions simultaneously influence patient satisfaction and loyalty, though their individual impacts vary. This aligns with the findings from the assurance dimension in your study, which evaluates patient confidence in clinic services, particularly in terms of staff competence and communication (Bentum-Micah et al., 2020). Your study indicates that assurance is a weaker area, with a satisfaction score of 58.33%, and a lower rating (59%) for staff explanations about visit schedules. Similarly, responsiveness—another SERVQUAL dimension was rated at 60%, showing the need for improved communication and timely complaint resolution. The relatively higher satisfaction score (69%) for the availability of complaint services suggests that mechanisms for patient feedback exist but may require further optimization. These insights reinforce the idea that enhancing communication clarity and ensuring prompt responses to patient concerns can build greater trust, leading to improved overall satisfaction and loyalty. By addressing gaps in assurance and responsiveness, healthcare providers can strengthen their service quality and patient retention.

Empathy. The empathy dimension represents the ability to provide attention to patients, allowing for a deeper understanding of their problems (Isnindar, Ilham S, Robiyanto, 2013). Empathy measures the attention and personalized care provided by staff. This dimension received the highest overall satisfaction score of 74.6%. Patients expressed high satisfaction regarding staff adherence to service flow information (69%), the availability of queue numbers (76%), and staff ensuring that patients are served according to their queue position (79%). These results highlight the clinic's strength in delivering patient-centered care. Maintaining this level of performance while continually seeking ways to enhance personalized interactions will further strengthen patient loyalty. Overall Implications and Recommendations The study results indicate that Kembangarum Medica Clinic performs well in tangibles and empathy but needs improvements in reliability, responsiveness, and assurance. The relatively lower satisfaction scores in waiting time, complaint handling, and service communication suggest areas where targeted improvements can make a significant impact.

To enhance service quality, the clinic should consider implementing:

1. Facility upgrades to maintain cleanliness and comfort.
2. Service process optimizations to reduce patient wait times.
3. Training programs for staff to improve responsiveness and communication skills.
4. A streamlined feedback mechanism to address patient concerns more effectively.

By addressing these key areas, Kembangarum Medica Clinic can further improve patient satisfaction and strengthen its reputation as a reliable healthcare provider. Future research can

expand the sample size and explore additional factors influencing patient satisfaction to provide a more comprehensive evaluation of healthcare service quality. Overall, the findings of this study indicate that Klinik Kembangarum Medica has provided adequate service in several quality dimensions, although some aspects still require improvement to enhance patient satisfaction further. Improvements in reliability, responsiveness, and assurance can elevate service quality and maintain a good relationship with patients.

## **CONCLUSION**

The conclusion of this study indicates that the dimensions of service quality at Kembangarum Medica Clinic tangibles, reliability, responsiveness, assurance, and empathy play a significant role in enhancing patient satisfaction. The tangible dimension, which includes facility comfort and staff appearance, along with the reliability dimension, which relates to fast and accurate service, has a positive impact on patient satisfaction. Similarly, the responsiveness dimension shows that the ability of staff to quickly and effectively respond to patient complaints contributes to increased satisfaction. Although the assurance dimension demonstrates good satisfaction levels, improvements are still needed in providing clear information and responding to patient complaints. On the other hand, the empathy dimension, which involves attentiveness and understanding of patient conditions, has proven effective in improving patient satisfaction. It is recommended that the clinic continue to maintain and enhance facility standards, improve response times, provide more detailed explanations regarding patient conditions, and train staff to exhibit empathy. Improvements in these areas will contribute to overall patient satisfaction and strengthen the long-term relationship between patients and the healthcare facility. Future research could further explore other factors influencing patient satisfaction and examine the implementation of more efficient and effective service systems.

## **REFERENCES**

- Atta NS. (2016). *Pembuktian Konvensional Magister. Rekam Kekuatan Medis dan Elektronik., Hukum Kesehatan.* Universitas Katolik Soegijapranata Semarang.
- Azwar. (1996). *Menjaga Mutu Pelayanan Kesehatan.* Jakarta: Sinar Harapan
- Bentum-Micah, G., Ma, Z., Wang, W., Atuahene, S. A., & Bondzie-Micah, V. (2020). Perceived Service Quality, a Key to Improved Patient Satisfaction and Loyalty in Healthcare Delivery: The Servqual Dimension Approach. *Journal of Health and Medical Sciences*, 3(2). <https://doi.org/10.31014/aior.1994.03.02.114>
- Darmin, Suci Rahayu Ningsih, Heriyana Amir, Sarman, & Moh. Rizki Fauzan. (2022). Analisis Kepuasan Pasien dengan Metode Important Performance Analysis (IPA) Binangrang di RSUD Datoe Kabupaten Bolaang. *Jurnal Kesehatan Masyarakat*, 12(1), 66–76. <https://doi.org/10.56338/pjkm.v12i1.2459>
- Easley, Alexis. (2024). *British writers, popular literature and new media innovation, 1820-45.* Edinburgh University Press.
- Edgman-Levitan, S., & Schoenbaum, S. C. (2021). Patient-centered care: achieving higher quality by designing care through the patient's eyes. In *Israel Journal of Health Policy Research* (Vol. 10, Issue 1). BioMed Central Ltd. <https://doi.org/10.1186/s13584-021-00459-9>
- Ellitan, L. (2023). Increasing Repurchase Intention through Product Quality, Service Quality, and Customer Satisfaction. Article in *International Journal of Research*. <https://doi.org/10.5281/zenodo.8434079>

- Fatima, T., Malik, S. A., & Shabbir, A. (2018). Hospital healthcare service quality, patient satisfaction and loyalty: An investigation in context of private healthcare systems. *International Journal of Quality and Reliability Management*, 35(6), 1195–1214. <https://doi.org/10.1108/IJQRM-02-2017-0031>
- Ferreira, D. C., Vieira, I., Pedro, M. I., Caldas, P., & Varela, M. (2023). Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis. In *Healthcare (Switzerland)* (Vol. 11, Issue 5). MDPI. <https://doi.org/10.3390/healthcare11050639>
- Handayani S. (2016). Tingkat Kepuasan Pasien Terhadap Pelayanan Kesehatan Di Puskesmas Baturetno. *Profesi*, 14(1):42 – 48.
- Hardiyansyah. (2011). *Kualitas Pelayanan Publik: Konsep, Dimensi, Indikator dan Implementasinya*. Yogyakarta: Gava Media.
- Irawan, B., Kurnia, R. A., Sitanggang, E. D., & Achmady, S. (2020). Analisis Tingkat Kepuasan Pasien Terhadap Mutu Pelayanan Rumah Sakit Berdasarkan Metode Service Quality (Servqual). *Jurnal Keperawatan Dan Fisioterapi (JKF)*, 3(1), 58–64. <https://doi.org/10.35451/jkf.v3i1.522>
- Isa, A. (n.d.) ) 2020 Of Health Number 97 Of 2014 Concerning Delivery In Health Facilities. In *Estudiante Law Journal* (Vol. 2, Issue 1). <https://ejurnal.ung.ac.id/index.php/eslaw/index>
- Isnindar, Ilham S, Robiyanto. Analisis Tingkat Kepuasan Pasien Rawat Inap di Ruang Penyakit Dalam Terhadap Pelayanan di Instalasi Farmasi Rumah Sakit Periode Desember 2011 – Februari 2012. *Jurnal Manajemen dan Pelayanan Farmasi*, 2013;3(4):231 – 248.
- Kumar Panda, T. (2014). The Role of Tangibility in Service Quality and its Impact on External Customer Satisfaction: A Comparative Study of Hospital and Hospitality Sectors. <https://www.researchgate.net/publication/350312888>
- Lingkungan, D., Kepuasan Pasien, T., Ulandari, S., Yudawati, S., Kebidanan, A., Husada, W., & Malang, N. (2019). Analisis Kualitas pelayanan. 7(2), 39–53.
- Matematika, F., Ilmu, D., Alam, P., Subiyantoro, E., Ambarwati, A. N., Statistika, A., & Semarang, M. (n.d.). *Seminar Nasional Pendidikan, Sains dan Teknologi Analisis Tingkat Kepuasan Pasien Terhadap Pelayanan Yang Diberikan Oleh Rumah Sakit Dengan Metode Servqual, Importance Performance Analysis Dan Customer Satisfaction Index*.
- Novaryatiin, Susi., dkk. (2018). Tingkat Kepuasan Pasien Terhadap Pelayanan Kefarmasian di RSUD dr. Murjani Sampit. *Borneo Jurnal of Pharmacy*, Volume I Issue May 2018, Page 22-26. Universitas Muhammadiyah Palangkaraya:Palangkaraya.
- Ratminto & Septi Winarsih, Atik. (2010). *Manajemen Pelayanan*. Yogyakarta : Pustaka Pelajar.
- Ratnasari, I., & Puspani, N. S. (2019a). *Seminar dan Konferensi Nasional IDEC Analisis Tingkat Kepuasan Pasien Di Klinik Pratama Abc Kota Bandung Menggunakan Metode Importance Performance Analysis*.

- Ratnasari, I., & Puspani, N. S. (2019b). Seminar dan Konferensi Nasional IDEC Analisis Tingkat Kepuasan Pasien Di Klinik Pratama Abc Kota Bandung Menggunakan Metode Importance Performance Analysis.
- Sanjaya, W. (2023). Analisis kepuasan pasien terhadap kualitas pelayanan kesehatan di UPTD Puskesmas Limusnunggal Kota Sukabumi. *Jurnal Ilmu Kesehatan Bhakti Husada: Health Sciences Journal*, 14(02), 215–225. <https://doi.org/10.34305/jikbh.v14i02.906>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D* (Alfabeta).
- Upadhyai, R., Jain, A. K., Roy, H., & Pant, V. (2019). A Review of Healthcare Service Quality Dimensions and their Measurement. *Journal of Health Management*, 21(1), 102–127. <https://doi.org/10.1177/0972063418822583>
- Yüksel, A., & Yüksel, F. (n.d.). *Consumer Satisfaction Theories: A Critical Review*.