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The Influence of Service Quality and Facilities on Patient Satisfaction at the General Outpatient Clinic

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Abstract. *Patient satisfaction is the main indicator of the success of a health service provider. If the patient is satisfied with the quality of service and facility provided by the healthcare service, it will have a positive impact on the institution. Patient satisfaction can also increase the interest of patient to revisit. This research aimed to determine the influence of service quality and facilities on patient satisfaction at Cakranegara Community Health Center. The method employed in this research was quantitative method with 91 respondents. The hypotheses were tested using the multiple linier regression analysis with SPSS 20 version. The result of the simple linier regression analysis showed that the significant values for the service quality and facilities were 0.002 and 0.000 respectively. These values were smaller than 0.05 which indicated that the test result was significant. Moreover, the MANOVA test result was 0.000 which was smaller than 0.05, this means that service quality and facilities of the health service significantly influence patient satisfaction. In conclusion, the good quality of service supported by adequate facilities offered by Cakranegara Community Health Center can provide comfort and pleasant experience for patients which in return increased patient satisfaction.*

Key Words: *Service quality, facilities, patient satisfaction*

1. INTRODUCTION

Patient satisfaction is one of the primary indicators of the success of healthcare service delivery. Patients who are satisfied with the quality of care tend to exhibit higher loyalty and are more likely to make repeat visits. This condition not only reflects the institution's success in meeting patient needs but also has a positive impact on its image and sustainability. Therefore, service quality and the availability of adequate facilities are key factors in enhancing patient satisfaction and maintaining loyalty toward healthcare providers (Fidela & Arlina, 2015).

Healthcare services in Indonesia are regulated by Law No. 36 of 2009 on Health, which defines healthcare facilities as institutions that provide promotive, preventive, curative, and rehabilitative health services. Furthermore, Article 28H paragraph (1) of the 1945 Constitution of the Republic of Indonesia states that every individual has the right to safe, high-quality, and affordable healthcare. In this context, the state holds the responsibility to guarantee the right to health for all citizens, including the poor and underprivileged. According to Minister of Health Regulation No. 43 of 2019, the Community Health Center serves as a primary healthcare facility that prioritizes promotive and preventive efforts within its service area.

One of the main services provided by Public Health Center is the General Outpatient Clinic (Poli Umum), which is responsible for medical examinations, treatment, and health education for the community. The Poli Umum functions as the primary access point for patients seeking basic healthcare services. However, observations at Public Health Center Cakranegara indicate several challenges in service delivery, particularly related to staff discipline and friendliness, as well as limited supporting infrastructure. Issues such as insufficient waiting chairs, cramped service rooms, and disorganized parking areas have been identified as factors that reduce patient comfort and satisfaction.

High-quality healthcare is not only determined by the competence of medical personnel but also by the extent to which services meet patients' needs and expectations. Kotler and Keller (2017) emphasize that service quality is a key strategy in building trust and customer satisfaction. Quality healthcare is defined as care that provides a sense of safety, comfort, and compliance with professional standards. The utilization rate of healthcare services at Public Health Center can serve as an indicator of how the community perceives the quality of services, as reflected in the number of visits and patient trust toward the facility.

The quality of services provided by Public Health Center is also highly influenced by the availability of human resources and supporting facilities. According to Utari and Firmansyah (2021), delivering high-quality healthcare is not an easy task because it directly affects patient safety and quality of life. When there is a significant gap between patient expectations and the reality of the service received, the quality is perceived as poor (Algifari, 2019). Therefore, improving the competence of healthcare personnel and maintaining consistent service standards are essential to ensure patient satisfaction.

In addition to service quality, facility availability plays a crucial role in shaping patients' perceptions of healthcare quality. Physical facilities such as comfortable waiting areas, organized parking spaces, adequate medical equipment, and a clean environment are key elements that contribute to a positive patient experience (Lestari et al., 2023). According to Sudaryanto and Arafah (2023), well-maintained and comprehensive facilities not only enhance the effectiveness of service delivery but also increase public trust in healthcare institutions. In today's era, patients have become more critical in evaluating healthcare facilities, making adequate infrastructure an important competitive advantage for Public Health Center.

Data from *NTB Satu Data* (2024) indicate that Lombok Island has 34 hospitals and 103 Public Health Center, both inpatient and non-inpatient facilities. The growing competition among healthcare providers requires every Public Health Center to continuously improve the quality of its services and facilities to maintain public trust. Based on a preliminary study

conducted at Public Health Center Cakranegara, four out of five interviewed patients reported dissatisfaction with the services and facilities they received. Therefore, this study aims to analyze the influence of service quality and facility availability on patient satisfaction at the General Outpatient Clinic of Public Health Center Cakranegara, in order to provide recommendations for improving the quality of primary healthcare services.

2. METHODE

This study employed a quantitative approach aimed at obtaining numerical data to analyze the influence of service quality and facilities on patient satisfaction in the General Clinic of Puskesmas Cakranegara. The data used were primary data collected directly from the field through observation and the distribution of questionnaires to patients. The research was conducted at Puskesmas Cakranegara, Jalan Bougenville, Mandalika, Mataram City, West Nusa Tenggara, over a period of seven months (March-September 2024). The study population consisted of 1,039 patients, with a sample size of 91 respondents determined using Slovin's formula with a 10% margin of error. The sampling technique applied was simple random sampling, giving each member of the population an equal opportunity to be selected as a respondent. The research instrument consisted of a questionnaire with a four-point Likert scale (1–4) to measure respondents' perceptions of the study variables. Data collection techniques included direct observation, distribution of closed-ended questionnaires, and documentation. Validity and reliability tests were conducted to ensure the adequacy of the instruments, with significance values < 0.05 and reliability coefficients > 0.60 (Ghozali, 2018; Sugiyono, 2020). The data were analyzed using univariate, bivariate, and multivariate analyses through multiple linear regression to examine both simultaneous and partial effects among variables. Prior to hypothesis testing, classical assumption tests including normality, multicollinearity, and heteroscedasticity were performed to ensure the validity of the regression model. The t-test was used to determine partial effects, while MANOVA was applied to assess the simultaneous effects of independent variables on the dependent variable. Finally, the coefficient of determination (R^2) was used to measure the extent to which service quality and facilities contribute to patient satisfaction..

3. RESULT AND DISCUSSION

a. Result

1) Analysis of Respondent Characteristics

Table 1. Respondent Characteristic

Characteristic	Frequency	Percentage (%)
Occupation		
Student	15	16.5
Civil Servant	4	4.4
Others	43	47.3
Private Employee	28	30.8
Entrepreneur	1	1.1
Gender		
Female	40	44.0
Male	51	56.0
Age		
15–19	7	7.7
20–30	16	17.6
31–40	32	35.2
41–50	26	28.6
51–75	10	11.0
Education		
Bachelor's Degree (S1)	7	7.7
Diploma (D3)	4	4.4

Based on the research data, the majority of respondents belonged to the "Others" occupation category, totaling 43 individuals (47.3%), followed by private employees with 28 individuals (30.8%) and students/university students with 15 individuals (16.5%). A smaller proportion of respondents were civil servants (PNS) (4 individuals, 4.4%) and entrepreneurs (1 individual, 1.1%). In terms of gender, the majority of respondents were male (51 individuals, 56%), while female respondents accounted for 40 individuals (44%). Regarding age, most respondents were in the 31–40 years group (32 individuals, 35.2%), followed by 41–50 years (26 individuals, 28.6%), 20–30 years (16 individuals, 17.6%), 51–75 years (10 individuals, 11%), and the youngest group 15–19 years (7 individuals, 7.7%).In terms of education, most respondents held a Bachelor's degree (S1) (7 individuals, 7.7%), followed by a Diploma (D3) (4 individuals, 4.4%). These education data indicate that most respondents have a moderate to high educational background, enabling them to understand and assess the quality of services and facilities provided.

2) Variable Service Quality, Facilities and Patient Satisfaction

Tabe 2. Variable Service Quality, Facilities and Patient Satisfaction

Variable	Frequency	Percent (%)
Service Quality		
Dissatisfied	10	11.0
Satisfied	55	60.4
Very Satisfied	26	28.6
Facilities		
Dissatisfied	6	6.6
Satisfied	66	72.5
Very Satisfied	19	20.9
Patient Satisfaction		
Dissatisfied	11	12.1
Satisfied	67	73.6
Very Satisfied	13	14.3

Based on the univariate analysis, the majority of respondents reported a relatively high level of satisfaction with the variables studied. For Service Quality, most respondents indicated being satisfied (60.4%), followed by very satisfied (28.6%), while only 11.0% reported being dissatisfied. Regarding Facilities, the majority of respondents were satisfied (72.5%), 20.9% were very satisfied, and 6.6% were dissatisfied. For Patient Satisfaction, most respondents reported being satisfied with the services received (73.6%), 14.3% were very satisfied, and 12.1% were dissatisfied.

3) Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Variabel	B	Beta	Sig.
(Constant)	1.035		0.499
Service Quality	0.065	0.260	0.002
Facilities	0.321	0.573	0.000

The results of the multiple linear regression analysis indicate that both independent variables, Service Quality and Facilities, have a significant effect on Patient Satisfaction. The regression coefficient (B) for Service Quality is 0.065 with a significance value of 0.002, indicating that a one-unit increase in service quality is associated with a 0.065-unit increase in patient satisfaction, with a significant effect.

Meanwhile, the Facilities variable has a B value of 0.321 with a significance of 0.000, indicating that a one-unit increase in facilities is associated with a 0.321-unit increase in patient satisfaction, and this effect is highly significant. The standardized Beta coefficients show that Facilities (Beta = 0.573) has a relatively greater influence on patient satisfaction compared to Service Quality (Beta = 0.260). The constant (1.035) is not significant (p = 0.499), which means that when both independent variables are zero, the predicted patient satisfaction does not differ significantly from the constant.

4) Multivariate Analysis

Table 4. Multivariate Analysis

Effect	Test	Value	F	Error df	Sig.
Intercept	Pillai's Trace	0.978	1919.074	87	0.000
	Wilks' Lambda	0.022	1919.074	87	0.000
	Hotelling's Trace	44.117	1919.074	87	0.000
	Roy's Largest Root	44.117	1919.074	87	0.000
Y	Pillai's Trace	0.349	9.294	176	0.000
	Wilks' Lambda	0.652	10.364	174	0.000
	Hotelling's Trace	0.532	11.434	172	0.000
	Roy's Largest Root	0.529	23.275	88	0.000

The results of the multivariate test indicate that the effect of the intercept on the dependent variable is overall significant, with all multivariate statistics (Pillai's Trace = 0.978, Wilks' Lambda = 0.022, Hotelling's Trace = 44.117, Roy's Largest Root = 44.117) yielding an F value of 1919.074 with $p < 0.001$. This indicates that the regression model, as a whole, fits the data well.

Furthermore, the effect of the independent variable (Y) on the dependent variable is also significant. All multivariate tests show significance ($p < 0.001$): Pillai's Trace = 0.349 (F = 9.294), Wilks' Lambda = 0.652 (F = 10.364), Hotelling's Trace = 0.532 (F = 11.434), and Roy's Largest Root = 0.529 (F = 23.275). These results indicate that the independent variable Y collectively has a significant effect on the dependent variable. Overall, the multivariate test results confirm that the model used is valid and that the tested independent variables contribute significantly to the variation in the dependent variable.

b. Discussion

1) The Effect of Service Quality on Patient Satisfaction at the General Outpatient Clinic of Cakranegara Public Health Center

The results of this study indicate a significant positive effect of service quality on patient satisfaction at the General Outpatient Clinic of Cakranegara Public Health Center. The service quality dimensions examined Tangibles, Reliability, Responsiveness, Assurance, and Empathy collectively contribute to enhancing patient satisfaction. The better the quality of service provided, the higher the level of patient satisfaction with the services at Cakranegara Public Health Center.

These findings are consistent with the study by Rika and Anung (2020), which investigated the effect of service quality on patient satisfaction at Puskesmas Tempel I Sleman, concluding that service quality has a significant partial effect on patient satisfaction. The statistical test in the present study showed a t-value of 3.126 > t-table 1.661 and a significance value of 0.002 < 0.05, leading to the acceptance of the alternative hypothesis (Oktaviani & Nurhadi, 2024). Similarly, Sudaryanto and Arafah (2023) reported a significance value of 0.000 < 0.05 for service quality, confirming its significant influence on patient satisfaction.

Theoretically, these results align with Tjiptono (2005), who stated that service quality is a dynamic condition related to products, services, human resources, processes, and the environment that meets or exceeds customer expectations. Likewise, Kotler and Keller (2016) emphasized that service quality starts from customer needs and ends with customer perceptions. Cakranegara Public Health Center, by providing services that meet patient expectations, is able to achieve high levels of patient satisfaction.

This study also supports previous findings by Anjayati (2021), who applied the SERVQUAL method to analyze service quality and patient satisfaction at Puskesmas. Anjayati found that the service quality dimensions significantly influence patient satisfaction, which aligns with the results of this study.

Overall, the findings underscore the importance of continuously improving service quality at Cakranegara Public Health Center to enhance patient satisfaction. Efforts to consistently enhance the service quality dimensions are expected to have a positive impact on patient perceptions and overall satisfaction with the provided healthcare services.

1) The Effect of Facilities on Patient Satisfaction at the General Outpatient Clinic of Cakranegara Public Health Center

Based on the results of the second hypothesis test, there is a significant positive effect of facilities on patient satisfaction at the General Outpatient Clinic of Cakranegara Public Health Center. This indicates that the more adequate and complete the facilities provided by the health center, the higher the patient satisfaction with the services they receive.

This finding is consistent with the study by Amrianti (2022), which investigated the effect of facility availability and service quality on patient satisfaction at Puskesmas Moncongloe. The study concluded that facility availability has a positive influence on patient satisfaction, meaning that better facilities contribute to higher patient satisfaction.

Facilities are physical resources that must be available before a service can be offered to consumers. At Puskesmas, facilities include the provision of medications and complete medical equipment. The statistical test showed that the t-value for the facilities variable was 2.466 > 1.99. Therefore, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected, indicating that facilities significantly affect patient satisfaction (Handayani et al., 2023).

Research by Faiturohmi and Pramudyo (2020) also supports this finding. Their second alternative hypothesis (Ha2) suggested that facilities have a significant effect on patient satisfaction. The significance value for the facilities variable was 0.000, which is less than 0.05. Thus, facilities (X2) have a significant partial effect on patient satisfaction (Y), confirming the acceptance of Ha2.

These findings are also supported by Kotler and Keller (2016), who stated that facilities are resources deliberately provided by service providers for use and enjoyment by consumers, with the aim of delivering maximum satisfaction. The facilities provided are expected to meet the needs of patients, their families, and visitors. In line with this, Cakranegara Public Health Center consistently monitors and updates facilities such as waiting area cleanliness, restroom hygiene, indoor lighting, signage, and medical equipment to support patient needs. These efforts create a pleasant experience for patients and indirectly enhance their trust and satisfaction with the services provided.

2) The Effect of Service Quality and Facilities on Patient Satisfaction at the General Outpatient Clinic of Cakranegara Public Health Center

The results of the study indicate that service quality and facilities simultaneously have a significant effect on patient satisfaction. These findings are consistent with and support previous research conducted by Aulia et al. (2021), who examined the effect of facilities and service quality on BPJS Health participants' satisfaction at Puskesmas Ujung Kubu, Batu Bara Regency. Their study found that,

based on simultaneous testing, service quality and facilities together significantly influenced participant satisfaction.

Similarly, Lestari et al. (2023), in their study titled *"Analysis of Service Quality and Facilities on General Outpatient Patient Satisfaction at Puskesmas Aek Songsongan"*, reported that both facilities and service quality together had a significant impact on patient satisfaction. Likewise, Handayani et al. (2023) confirmed that simultaneous testing of service quality and facilities significantly affected patient satisfaction.

These findings demonstrate that high-quality service, supported by adequate facilities provided by Cakranegara Public Health Center, can create comfort and a positive experience for patients visiting the clinic. Consequently, the combined effect of quality service and well-maintained facilities enhances patient satisfaction with the care and services received at Cakranegara Public Health Center. Moreover, this also benefits Cakranegara Public Health Center indirectly, as satisfied patients are more likely to return and share their positive experiences with others, thereby promoting the clinic's reputation and encouraging new patient visits.

4. CONCLUSION

The results of this study indicate that service quality and facilities have a positive and significant effect on patient satisfaction at the General Clinic of Cakranegara Public Health Center. The services provided, from patient arrival to the completion of care, effectively meet patients' needs, thereby fostering positive perceptions and enhancing satisfaction with service quality. Furthermore, adequate and well-maintained facilities, including clean waiting areas and restrooms, proper lighting, clear directional signage, and regularly updated medical equipment, contribute to increased comfort and patient satisfaction. Data analysis and MANOVA testing confirm that the synergy between high-quality services and sufficient facilities creates a pleasant experience for patients, which not only boosts satisfaction but also indirectly strengthens patients' trust in the health center. In other words, satisfied patients are more likely to return and recommend the services to others, positively impacting the reputation and sustainability of Cakranegara Public Health Center. Overall, this study underscores the importance of continuously improving service quality and maintaining facilities as a key strategy to enhance patient satisfaction.

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