Available online at: https://journal.larpainstitute.com/index.php/jser

e-ISSN: <u>3021-8977</u>, Hal 048-057





Analysis of Determinant Factors Affecting Patient Satisfaction Levels at Lingsar Community Health Center

$\textbf{M. Syahipuddin Suhady}^{1*}, \textbf{Lalu Putrama Doni}^2, \textbf{Sumawartini}^3$

1,2,3 Administrasi Rumah Sakit, Stikes Kusuma Bangsa Addres: Tourism Street, East Monjok, Selaparang District, Mataram City, West Nusa Tenggara *Corresponding:* <u>syahipuddinsuhady@gmail.com</u>

Abstract. Patient satisfaction in the health service industry is an important factor for developing a service provider system that can offer fast response to patient needs, minimize budget and time, and maximize the impact of service on all targets. Factors that can influence patient satisfaction are product quality, service quality, emotionality, price and cost. The aim of this research was to analyse the determinant factors that influence the level of patient satisfaction at Lingsar Community Health Center. The sampling technique used was simple random sampling with a total of 94 respondents. The method employed in this research was quantitative method. The result of the research showed that the P value was <0.005 which indicated that there was a significant influence between the determinant factors and patient satisfaction. The result of the coefficient determination test (R2) showed that the product quality had the greatest influence on patient satisfaction at 2.93 followed by price at 2.92. On the third place was service quality at 2.74 followed by emotion and cost at 2.19 and 2.09 respectively. These findings show that good satisfaction factors can provide a good level of patient satisfaction. Thus, patients who came for treatment to Lingsar Community Health Center would feel comfortable. To conclude, good product quality from Health Center plays an important role to maintain patient satisfaction.

Keywords: Determinant factors, patient satisfaction, community health center

1. INTRODUCTION

Health development is an integral part of national development, aiming to improve the overall health status of the community. According to Article 34, Paragraph 3 of the 1945 Indonesian Constitution, health is a fundamental human right that must be fulfilled and protected by the government (Ulfah & Nugroho, 2020). Primary healthcare services in Indonesia are provided through Community Health Centers (Puskesmas).

Puskesmas operate as Regional Public Service Agencies (BLUD) tasked with delivering healthcare services to communities in both urban and remote areas. Operationally, Puskesmas are non-profit entities, emphasizing budget efficiency and optimal productivity (Mahardika & Supadmi, 2014). The utilization of Puskesmas can be assessed by the average number of visits for outpatient and inpatient services. Outpatient services, as defined by Azwar (2010), are medical services provided to patients without hospitalization. Puskesmas provide comprehensive primary healthcare, including promotive, preventive, curative, and rehabilitative efforts, implemented in an integrated and continuous manner.

Patient satisfaction is a critical factor in developing a healthcare delivery system that responds promptly to patient needs, minimizes costs and time, and maximizes service impact.

Satisfaction reflects a patient's sense of pleasure or fulfillment when expectations are met in receiving healthcare services (Ramli, 2018). Health efforts aim to maintain and improve health, targeting optimal health outcomes for the community. This integrated concept serves as a guideline for all healthcare facilities in Indonesia, including Puskesmas (Permenkes RI, 2014).

Several factors influence patient satisfaction, including: (a) product quality, where patients feel satisfied if services meet high standards; (b) service quality, where satisfaction arises from professional and expected service; (c) emotional factors, where patients derive pride or social recognition from the service experience; (d) price, where lower costs for similar quality increase satisfaction; and (e) expenses, where ease of access and reduced additional costs enhance satisfaction (Indrasari, 2019). Positive reception of these factors increases patient satisfaction.

According to the Indonesian Ministry of Health Regulation (2019) on Minimum Service Standards, patient satisfaction should ideally reach 100%. Globally, WHO (2020) reported 78.2% patient satisfaction in Turkey, while in Indonesia, the rate is 42.8% (Mz et al., 2024). In West Nusa Tenggara (NTB) Province, the patient satisfaction index in Q1 2024 reached 3.66%.

Effective Puskesmas services increase community utilization, while substandard services may reduce patient visits. Satisfaction arises when expectations align with healthcare experiences (Hasbi, 2012). Common issues at Puskesmas include limited healthcare staff, insufficient medication availability, and the attitude of staff toward patients, which may reduce trust and impact service utilization (Alamsyah, 2011).

Preliminary interviews conducted on June 22, 2024, showed that 110 patients visited Lingsar Puskesmas. Of these, 30% (33 patients) were asked about satisfaction regarding product quality, service quality, emotional factors, price, and expenses. Findings indicated that for product quality, 20 of 33 patients were dissatisfied due to slow complaint handling and ineffective medication; for service quality, 18 patients were dissatisfied due to lack of professionalism and distracted staff; for emotional factors, 22 patients were dissatisfied with staff demeanor; for price, 19 patients felt costs were high relative to quality; and for expenses, 18 patients were dissatisfied due to the need to purchase medication externally, increasing cost and travel burden.

These findings are consistent with online reviews reporting ineffective service and emotional responses from staff. Previous studies support these results: Tiwa et al. (2018) found product quality affects patient satisfaction; Ronasih & Widhiastuti (2021) found significant effects of service quality and emotional factors on loyalty through satisfaction; Nugraha &

Sumadi (2020) identified price as an influential factor; and Adil et al. (2016) confirmed that expenses significantly affect patient satisfaction.

To improve satisfaction, services must be maximized and of high quality, alongside implementing the 3S culture (smile, greet, and interact) consistently for both medical and nonmedical staff. Enhancements in infrastructure, such as suggestion boxes and dedicated attention to complaints, should also be prioritized.

Based on this background, the researcher is interested in conducting a study entitled: "Determinant Factor Analysis Affecting Patient Satisfaction Levels at Lingsar Community Health Center."

2. METHODE

This study employed a quantitative research design aimed at analyzing the determinant factors influencing patient satisfaction at Puskesmas Lingsar, West Lombok. Primary data were collected directly from the field through questionnaires, direct observation, and documentation (Iriyadi et al., 2017; Sugiyono, 2013). The independent variables in this study included factors affecting patient satisfaction, such as product quality, service quality, emotional factors, price, and cost, while the dependent variable was patient satisfaction. The population consisted of all outpatients at the general clinic of Puskesmas Lingsar over the last three months, totaling 1,652 patients. The sample was selected using probability sampling through simple random sampling with Slovin's formula, resulting in 94 respondents. Data collection was conducted using closed questionnaires with a Guttman scale (Sugiyono, 2013), supplemented by direct observation and documentation. Prior to analysis, the instruments were tested for validity using SPSS to ensure accurate measurement and for reliability using the Cronbach's Alpha test with a criterion of r > 0.6 (Siregar, 2013).

Data processing included editing, coding, data entry, and tabulation to produce datasets ready for analysis in SPSS. Univariate analysis was conducted to describe the distribution of each variable, while bivariate analysis examined the relationship between independent and dependent variables. Simple linear regression was applied to measure the influence of independent variables on patient satisfaction using the equation Y = a + bX + e, where Y represents the dependent variable, X the independent variable, a the constant, b the regression coefficient, and e the standard error (Nur Aini & Zufra Inayah, 2019). Additionally, a t-test was performed to determine the partial effect of each independent variable on patient satisfaction at a 5% significance level (0.05). The coefficient of determination (R²) was calculated to assess

the extent to which the independent variables explained the variation in patient satisfaction (Yuliara, 2016).

3. RESULT AND DISCUSSION

a. Result

1) Respondent Characteristics

Respondent characteristics describe the attributes and backgrounds of individuals participating in the study, including gender and education level. Based on the data, the majority of respondents were male, totaling 56 individuals (60%), while females accounted for 38 individuals (40%). Regarding education, most respondents had completed primary school (SD) at 33 individuals (35%), followed by junior high school (SMP) and senior high school (SMA), each with 29 individuals (31%), and bachelor's degree holders (S1) totaling 3 individuals (3%). This indicates that most respondents were male with educational backgrounds ranging from primary to senior high school.

Table 1. Respondent Gender and Education Characteristics

Gender	Frequency	Percentage
Male	56	60%
Female	38	40%
Education Level	Frequency	Percentage
Elementary School	33	35%
Junior High School	29	31%
Senior High School	29	31%
Bachelor's Degree	3	3%

Based on the data presented, the characteristics of the respondents can be described as follows. In terms of gender, the majority of respondents were male, totaling 56 individuals (60%), while female respondents numbered 38 individuals (40%). Regarding education level, most respondents had completed elementary school, with 33 individuals (35%), followed by junior high school and senior high school, each with 29 individuals (31%). Respondents with a bachelor's degree were the least represented, totaling 3 individuals (3%). Overall, these results indicate that the majority of respondents were male and had an educational background ranging from elementary to senior high school.

2) Determinant Factors of Patient Satisfaction (X)

The analysis of determinant factors of patient satisfaction included product quality, service quality, emotional factors, price, and cost. The frequency distribution is described as follows:

Table 2. Determinant Factors of Patient Satisfaction

Factor	Not Satisfied	%	Satisfied	%
Product Quality	61	65	33	35
Service Quality	50	53	44	47
Emotional Factor	55	59	39	41
Price	43	46	51	54
Cost	51	54	43	46

The distribution of patient satisfaction across various determinants is presented in the table above. Regarding product quality, 61 respondents (65%) expressed dissatisfaction, while 33 respondents (35%) reported satisfaction. For service quality, 50 respondents (53%) were not satisfied, compared to 44 respondents (47%) who were satisfied. The emotional factor showed 55 respondents (59%) dissatisfied and 39 respondents (41%) satisfied. In terms of price, 51 respondents (54%) reported satisfaction, whereas 43 respondents (46%) were not satisfied. Finally, for cost, 51 respondents (54%) were dissatisfied, while 43 respondents (46%) indicated satisfaction. Overall, the data suggest that respondents' dissatisfaction is particularly notable in product quality, emotional factors, and cost, while satisfaction is relatively higher in price

3) Patient Satisfaction Levels

Table 3. Patient Satisfaction Levels

Patient Satisfaction	Frequency	%
Not Satisfied	52	55
Satisfied	42	45

The distribution of overall patient satisfaction shows that out of 94 respondents, 52 patients (55%) reported being not satisfied with the services received, while 42 patients (45%) indicated satisfaction. This indicates that a slight majority of patients were dissatisfied, highlighting potential areas for improvement in service delivery at the health facility

4) Significance Test Results of Variables on Patient Satisfaction

The t-test was used to determine the significance of each independent variable on patient satisfaction individually. The decision criterion is: if the significance value < 0.05, Ha is accepted and H0 is rejected; if significance > 0.05, H0 is accepted and Ha is rejected.

Table 1	T Tact	Paculte	of Variable	c on Potions	Satisfaction
Table 4.	. I - I esi	Results	or variable	s on Pauem	. Saustaction

Variable	Sig.	Conclusion
Product Quality	0.004	Significantly affects patient satisfaction
Service Quality	0.008	Significantly affects patient satisfaction
Emotional Factor	0.004	Significantly affects patient satisfaction
Price	0.034	Significantly affects patient satisfaction
Cost	0.044	Significantly affects patient satisfaction

The results of the t-test analysis indicate that all examined variables have a significant effect on patient satisfaction. Specifically, product quality (sig. = 0.004), service quality (sig. = 0.008), and emotional factors (sig. = 0.004) all significantly influence patient satisfaction. Similarly, price (sig. = 0.034) and cost (sig. = 0.044) also have a significant impact. These findings suggest that improvements in product quality, service quality, emotional engagement, pricing, and associated costs can contribute meaningfully to enhancing patient satisfaction at the health facility.

b. Discussion

Through data analysis using univariate and bivariate analysis with simple linear regression, t-tests, and the coefficient of determination, the results indicate a significant effect of the determinant variables as independent variables (product quality, service quality, emotional factors, price, and cost) on patient satisfaction as the dependent variable. The univariate analysis provides a general overview of the distribution of each variable, ranging from respondent characteristics to the number of respondents expressing satisfaction with the determinant factors in relation to patient satisfaction.

The bivariate analysis using simple linear regression was conducted to determine the specific influence of the determinant variables on patient satisfaction. The results revealed that the regression model for the determinant factors affecting patient satisfaction showed significance values of 0.004 for product quality, 0.008 for service quality, 0.005 for emotional factors, 0.034 for price, and 0.044 for cost, all of which are below the 0.05 threshold. This indicates that H0 is rejected and Ha is accepted, meaning there is a

significant influence of the determinant factors on patient satisfaction at Puskesmas Lingsar, West Lombok Regency.

The magnitude of the effect of each determinant factor on patient satisfaction can be observed from the coefficient of determination (R^2) , where $R^2 = 1$ indicates a perfect relationship between the independent and dependent variables, and $R^2 = 0$ indicates no relationship. The analysis showed that product quality had the highest coefficient of determination at 2.93, indicating it is the most influential determinant, followed by service quality (2.74), emotional factors (2.19), price (2.92), and cost (2.09).

Good product quality from Puskesmas plays a crucial role in maintaining patient satisfaction. Despite some complaints regarding services, patients continue to evaluate the health center positively, likely due to its strong reputation in the community for providing effective care, even when other health facilities such as clinics or private practices are available.

Although many patients compare the product quality of Puskesmas Lingsar with other healthcare facilities, it remains their primary choice for quality health services. This comparison explains why patient satisfaction continues to be high even when some aspects of product quality are perceived as less than ideal. With recognized product quality, Puskesmas Lingsar remains a preferred choice for prospective patients.

The significant influence of product quality on patient satisfaction is supported by Tiwa et al. (2018), who stated that product quality is related to patient satisfaction, and reinforced by Aryamti & Suyanto (2019), who found that product quality positively affects customer satisfaction.

Despite providing valuable insights, this study has limitations, such as other factors that may more strongly influence patient satisfaction. Future research with more specific variables, larger sample sizes, and advanced analytical methods could provide a broader and deeper understanding of the impact of determinant factors on patient satisfaction.

4. CONCLUSION

This study aimed to analyze the determinant factors influencing patient satisfaction at Puskesmas Lingsar, involving 94 respondents. The t-test analysis showed that all determinant variables product quality (p = 0.004), service quality (p = 0.008), emotional factors (p = 0.004), price (p = 0.034), and cost (p = 0.044) significantly affect patient satisfaction, as their significance values are below 0.05. Furthermore, based on the coefficient of determination (R2), product quality has the most dominant influence on patient satisfaction with $R^2 = 2.93$, followed by service quality ($R^2 = 2.74$), emotional factors ($R^2 = 2.92$), price ($R^2 = 2.19$), and cost ($R^2 = 2.19$) 2.09). In conclusion, the higher the values of these determinant factors in healthcare facilities, particularly product quality, the higher the level of patient satisfaction with the services provided.

REFERENCES

- Adil, A., Syamsun, M., & Najib, M. (2016). Pengaruh kualitas pelayanan dan biaya terhadap kepuasan dan loyalitas pasien RSUD Kota Bogor. Jurnal Aplikasi Manajemen, 14(3), 432-441.
- Alamsyah, D. (2011). Manajemen Pelayanan Kesehatan. Nuha Medika.
- Amelia, D., Karina, R., Simatupang, N., Sinuraya, B. J., & Rahmat, R. (2021). Pengaruh harga, citra merek, dan kualitas pelayanan terhadap kepuasan pelanggan PT. JNE Cabang Medan. Jurnal Manajemen, 1(1), 11–24.
- Aryamti, A. S., & Suyanto, A. M. A. (2019). Analisis kualitas produk, kualitas pelayanan, dan citra merek pada kepuasan pelanggan klinik kecantikan dan pengaruhnya terhadap loyalitas pelanggan. *E-Proceedings of Management*, 6(1).
- Azwar, A. (2010). Pengantar Administrasi Kesehatan. Binarupa Aksara.
- Etlidawati, E., & Handayani, D. Y. (2017). Hubungan kualitas mutu pelayanan kesehatan dengan kepuasan pasien peserta jaminan kesehatan nasional. Medisains, 15(3), 142-147.
- Faridah, I., Afiyanti, Y., & Basri, M. H. (2020). Faktor-faktor yang mempengaruhi kualitas pelayanan terhadap kepuasan pasien di Puskesmas Periuk Jaya tahun 2020. Jurnal Kesehatan, 9(2), 86–94.
- Fitri, H. M., & Hidayati, M. (2021). Pengaruh lama waktu tunggu pendaftaran terhadap kepuasan pasien di Puskesmas Waringinkurung. Cerdika: Jurnal Ilmiah Indonesia, *1*(12), 1789–1795.
- Haf-sha, R. G. A. P., & Hasan, P. Z. (2022). Konsep Puskesmas. Kemitraan dalam Keperawatan Komunitas, 33.
- Handayani, G. N. (2020). Kualitas Pelayanan Kefarmasian & Kepuasan Pasien (A. Amirullah, Ed.).
- Hasbi, F. H. (2012). Analisis hubungan persepsi pasien tentang mutu pelayanan dengan pemanfaatan ulang pelayanan rawat jalan Puskesmas Poncol Kota Semarang tahun 2012. Jurnal Kesehatan Masyarakat Universitas Diponegoro, 1(2), 187–176.
- Hasil survei kepuasan kualitas pelayanan RSUD Provinsi NTB. (2024, September). Diakses dari https://rsud.ntbprov.go.id/2024/06/06/hasil-survey-kepuasan-kualitas-pelayananrsud-provinsi-ntb-tw-i-tahun-2024-mendapatkan-nilai-366-dan-persepsi-korupsisebesar-378-berhasil-kualitas-pelayanan-sangat-baik-dan-bebas-dari-korupsi/
- Iriyadi, I., Setiawan, B., & Sutarti, S. (2017). Pelatihan analisis data penelitian (primer dan sekunder) bagi mahasiswa kesatuan. Jurnal Abdimas, 1(1), 1–4.
- Izzah, E. M. (2021). Kepuasan pasien rawat jalan giatri ditinjau dari mutu pelayanan, persepsi, dan respon times di Puskesmas. Tim Strada Press.

- Karunia, M., Azizah, N., Rahayu, O., Melati, P. S., & Santoso, A. P. A. (2022). Mutu dan kepuasan terhadap pasien. *Journal of Complementary in Health*, 2(1), 63–66.
- Kirana, D. N., Safitri, Y., & Haqiqa, F. (2021). Faktor yang mempengaruhi kepuasan pasien terhadap tingkat pelayanan kesehatan di Puskesmas Kecamatan Pulau Merbau Kabupaten Kepulauan Meranti. *Jurnal Midwifery Update (MU)*, 3(2), 90–96.
- Kotler, P., & Keller, K. L. (2016). Manajemen Pemasaran (Edisi ke-13, Jilid 2). Erlangga.
- Lampus, C. S. V., Umboh, A., & Manampiring, A. E. (2023). Analisis faktor-faktor yang memengaruhi tingkat kepuasan pasien di instalasi rawat inap RSUP Prof. Dr. R. D. Kandou Manado. *Medical Scope Journal*, 4(2), 150–160.
- Layli, R. (2022). Pengaruh mutu pelayanan kesehatan dengan kepuasan pasien rawat inap di rumah sakit: Literature review. *Jurnal Pendidikan Tambusai*, 6(2), 12746–12752.
- Maarif, I., Haeruddin, H., & Sumiati, S. (2023). Hubungan kualitas layanan dengan kepuasan pasien. *Journal of Muslim Community Health*, 4(2), 79–88.
- Mahardika, K., & Supadmi, N. L. (2014). Analisis komparatif kinerja Puskesmas Denpasar Selatan dan Denpasar Timur dengan menggunakan metode balanced scorecard. *E-Jurnal Akuntansi*, 8(1), 1–13.
- Masturoh, I., & T, N. A. (2018). *Metodologi penelitian kesehatan* (2018th ed.). Kementerian Kesehatan RI.
- Muhammad, I. (2016). Pemanfaatan SPSS dalam penelitian kesehatan dan umum. Citapustaka Media Perintis.
- Mz, S. S. R., Bahar, H., & Dewi, S. T. (2024). Strategi peningkatan mutu pelayanan kesehatan di unit rawat jalan poli jantung di RSUD Kota Kendari tahun 2024. *Detector: Jurnal Inovasi Riset Ilmu Kesehatan*, 2(3), 269–277.
- Nababan, M. C., Listiawaty, R., & Berliana, N. (2020). Analisis kualitas pelayanan terhadap kepuasan pasien di Puskesmas X Kota Jambi. *Jurnal Kesmas Jambi*, 4(2), 6–16.
- Napitupulu, F. (2019). Pengaruh harga dan kualitas produk terhadap kepuasan pelanggan pada PT. Ramayana Lestari Sentosa. *Kinerja: Jurnal Ekonomi dan Manajemen, 16*(1), 1–9.
- Ningsih, S. M. H., & Multazam, A. (2023). Pengaruh kualitas pelayanan kesehatan terhadap kepuasan pasien rawat jalan peserta BPJS di Puskesmas Antang Perumnas Kota Makassar. *Window of Public Health Journal*, 4(6), 1085–1093.
- Nugraha, M., & Sumadi, S. (2020). Pengaruh kualitas pelayanan dan persepsi harga terhadap kepuasan pasien di rumah sakit tipe C Kabupaten Kebumen. *Jurnal Ilmiah Ekonomi Global Masa Kini*, 11(2), 97–102.
- Nur Aini, & Zufra Inayah. (2019). Biostatistika dan aplikasi program. Literasi Nusantara.
- Pohan, I. S. (2019). Jaminan mutu layanan kesehatan: dasar-dasar pengertian dan penerapan.
- Permenkes RI. (2014). Peraturan Menteri Kesehatan tentang Puskesmas.
- Radito, T. (2014). Analisis pengaruh kualitas pelayanan dan fasilitas kesehatan terhadap kepuasan pasien Puskesmas. *Jurnal Ilmu Manajemen*, 11(2), 1–25.
- Ramli, R. (2018). Analisis faktor-faktor yang berhubungan dengan kepuasan pasien pada pelayanan kesehatan di Puskesmas Teppo Kabupaten Pinrang. *Hibualamo: Seri Ilmu-Ilmu Alam dan Kesehatan*, 2(2), 69–77.

- Ronasih, M. Y., & Widhiastuti, H. (2021). Kualitas pelayanan, faktor emosional dan persepsi harga terhadap loyalitas konsumen melalui kepuasan konsumen. *Philanthropy: Journal of Psychology*, *5*(1), 109–130.
- Sari, R. S., Tasri, Y. D., & Shakila, R. (2021). Sosialisasi manajemen klinis untuk peningkatan mutu pelayanan kesehatan bagi profesional perekam medis. *ABDINE: Jurnal Pengabdian Masyarakat, 1*(2), 147–158.
- Sediawan, R. (2015). Analisis dalam menciptakan kualitas pelayanan untuk mengarah pada kepuasan konsumen. *J-IKA*, *2*(1), 1–10.
- Setyawati, W. A., Rifa'i, M., & Sasmito, C. (2018). Pengaruh kualitas pelayanan, fasilitas, harga, dan citra institusi terhadap kepuasan pasien. *Madani Jurnal Politik dan Sosial Kemasyarakatan*, 10(2), 50–63.
- Silalahi, U. (2018). Metodologi analisis data dan interpretasi hasil untuk penelitian sosial kuantitatif. Refika Aditama.
- Siregar, S. (2013). *Metode penelitian kuantitatif* (Edisi Pertama). Kencana Prenadamedia Group.
- Soedargo, B. P. (2019). Dampak kualitas pelayanan terhadap kepuasan pasien rawat inap peserta BPJS Kesehatan di RS Melania Bogor. *Jurnal Ilmiah Manajemen Kesatuan*, 7(3), 295–302.
- Sudirman, Y. R., Oktarianita, F. F., & Widihastuti, S. (2023). *Manajemen mutu pelayanan kesehatan* (Y. Ahmad, Ed.). Ara Digital Mandiri. https://www.aradigitalmandiri.com
- Sugiyono. (2013). Metode penelitian kuantitatif, kualitatif, dan R & D. ALFABETA, CV.
- Tiwa, C., Soegoto, A. S., & Lengkong, V. P. K. (2018). Analisis kualitas produk, suasana, dan kualitas jasa layanan terhadap kepuasan pasien (studi pada Puskesmas Bengkol Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi,* 6(4).
- Tjiptono, F. (2014). Pemasaran jasa. Andi.
- Ulfah, I. F., & Nugroho, A. B. (2020). Menilik tantangan pembangunan kesehatan di Indonesia: Faktor penyebab stunting di Kabupaten Jember. *Jurnal Sosial Politik*, 6(2), 201–213.
- Vanchapo, A. R., & Magfiroh. (2022). Mutu pelayanan kesehatan dan kepuasan pasien. Tata Mutiara Hidup Indonesia. https://www.researchgate.net/publication/364313680
- Yuliara, I. M. (2016). Regresi linier berganda. Universitas Udayana.