



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 3 Tahun 2024 Page 1060-1070

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

## Patient Satisfaction The Seger Waras Pratama Clinic in Polokarto Sukoharjo

Pujiyanto<sup>1✉</sup>, Istiatin<sup>2</sup>, Sudarwati<sup>3</sup>

Islamic University of Batik Surakarta

Email: [liniksegerwaras2@gmail.com](mailto:liniksegerwaras2@gmail.com)<sup>1✉</sup>

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh secara simultan (bersamaan) maupun secara parsial variabel komunikasi terapeutik, service quality, brand image dan kepercayaan terhadap kepuasan pasien di Klinik Pratama Seger Waras di Polokarto Sukoharjo. Metode penelitian ini menggunakan desain penelitian kuantitatif. Populasi dalam penelitian ini adalah pasien Klinik Pratama Seger Waras di Polokarto Sukoharjo yang berjumlah 863 orang. Teknik sampling yang digunakan dalam penelitian ini adalah teknik purposive sampling dengan jumlah sampel 86 responden. Pengumpulan data dengan menggunakan kuisisioner. Teknik analisis data yang digunakan analisis statistik yaitu uji regresi linear berganda, uji F, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan komunikasi terapeutik, service quality, brand image dan kepercayaan secara simultan dan signifikan berpengaruh terhadap kepuasan pasien di Klinik Pratama Seger Waras di Polokarto Sukoharjo. Saran dari penelitian ini, Klinik Pratama Seger Waras di Polokarto Sukoharjo terus meningkatkan komunikasi terapeutik, service quality, brand image dan kepercayaan yang ada, sehingga akan membuat kepuasan pasien semakin meningkat dan menjadi lebih baik dari sebelumnya.

Kata Kunci: *Kepuasan Pasien, Komunikasi Terapeutik, Service Quality, Brand Image, Kepercayaan*

## Abstract

This research aims to determine the influence simultaneously (simultaneously) and partially of variabletherapeutic communication, service quality, brand image and trust in patient satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo. This research method uses a quantitative research design. The population in this study were 863 patients at the Pratama Seger Waras Clinic in Polokarto Sukoharjo. The sampling technique used in this research was a purposive sampling technique with a sample size of 86 respondents. Data collection using questionnaires. The data analysis techniques used for statistical analysis are multiple linear regression test, F test, t test, and coefficient of determination. The research results show that therapeutic communication, service quality, brand image and trust simultaneously and significantly influence patient satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo. Suggestions from this research, Pratama Seger Waras Clinic in Polokarto Sukoharjo continues to improve therapeutic communication, service quality, brand image and existing trust, so that patient satisfaction will increase and be better than before.

*Keywords: Patient Satisfaction, Therapeutic Communication, Service Quality, Brand Image, Trust*

## INTRODUCTION

Health is a need for every human being in living his life. Health is also very important because without good health, it will be difficult for every human being to carry out daily activities. Health is a state of health, both physically, mentally, spiritually and socially, which enables everyone to live a productive life socially and economically.

Health is necessary for humans to support all their daily lives. Every individual tries to achieve health status by investing and consuming a number of health goods and services. So to achieve the target of good health, better health facilities are needed. The increasing level of public education has caused people to become increasingly aware of the importance of quality. People are increasingly aware of the importance of quality. The public tends to demand better, more precise and faster health services. This has resulted in increasingly fierce competition not only between clinics but also with countless hospitals, health centers, health centers in the city and outside the city. Quite a large number of health service providers are aware of things like that, then like it or not the company has to realize patient satisfaction in various strategies in order to retain these patients.

A clinic is a health service facility that provides individual health services that provide basic and/or specialist medical services, organized by more than one type of health worker (nurse or midwife) and led by a medical worker (general practitioner, specialist doctor, dentist or doctor specialist dentist). There are several factors that encourage clinic patient satisfaction, such as therapeutic communication, service quality, brand image and trust.

Customer satisfaction is a very important element for customers in consuming a service. Customer satisfaction is the difference between customer expectations before consumption and realization after consumption of a product or service. Customer satisfaction is a customer's perception of happiness or frustration due to a comparison between product/service performance and customer expectations (Hafidz & Muslimah, 2023). Patient satisfaction is a level of patient feeling that arises as a result of the performance of health services obtained after the patient compares it with what he expected. New patients will feel satisfied if the performance of the health services they receive is the same or exceeds their expectations and conversely, dissatisfaction will arise or the patient will feel disappointed if the performance of the health services they receive does not match their expectations. (Tarigan & Ginting, 2019).

Communication plays an important role in carrying out the patient satisfaction service process. Therapeutic communication is communication that is consciously designed and planned by nurses with the intention of building a relationship of trust for the patient's recovery. This therapeutic communication is included in interpersonal communication with the starting point of providing mutual understanding between the nurse and the patient. Therapeutic communication carried out by nurses when carrying out nursing interventions is useful in providing therapy for the healing process (Kusumawardhani, 2019). Therapeutic communication is communication that is consciously planned, has a purpose, its activities are focused on the patient's recovery and is professional communication carried out by nurses or other health workers. The therapeutic communication process consists of a preparation or pre-interaction stage, an introduction or orientation stage, a work stage, and a termination stage. Good communication skills of nurses are one of the success factors in carrying out the nursing process which includes the stages of assessment, formulation of diagnoses, planning, implementation and evaluation. (Tarigan & Ginting, 2019).

Service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. Quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly. Service quality can be determined by comparing consumers' perceptions of the service they actually receive or obtain with the service they actually expect or want regarding the service attributes of a company. (Muafa & Awotkay, 2022). Service quality is an invisible activity or series of activities that occurs as a result of interactions between consumers and employees or other things provided by the service provider company which is intended to solve consumer/consumer problems. Service quality

is the expected level of excellence and control over that level of excellence to fulfill consumer desires (Nasruddin & Rahman, 2023).

*Brand Image* is one of the efforts to increase patient satisfaction. Image is the sum of the beliefs, images and impressions a person has of an object. The object in question can be a person, organization, or group of people. If the object is an organization, it means that a person's entire belief, image and impression of the organization is an image. The image of an organization represents the values of a person and community groups who have a relationship with the organization. Brand image is the customer's point of view regarding the company, whether the company is seen as good or high quality by customers or vice versa (Trisnawati et al., 2023). Brand image is a reflection of consumers' feelings towards the brand. Brand image is a series of tangible and intangible characteristics, which represent all internal and external characteristics that can influence how a brand can be enjoyed by the target market or customers (Hafidz & Muslimah, 2023).

Trust can influence patient satisfaction in the hospital. Customer trust becomes confidence in the company's consistency and honesty. Building trust between a business and its clients is essential in fostering a long-term, mutually beneficial partnership (Hafidz & Muslimah, 2023). Trust is the knowledge possessed by an object as a whole. Trust encourages satisfaction felt by consumers. Companies that are able to make consumers believe in the products provided will provide better profits and increase competitiveness. The company must maintain the trust that consumers have properly so that consumers do not feel disappointed and stop consuming the company's products. The company's efforts to increase trust will encourage better leadership which will encourage better business development in the future (Dewi & Kusyana, 2023).

This research was conducted at the Pratama Seger Waras Clinic in Polokarto Sukoharjo. The condition of Pratama Seger Clinic in recent months has seen a decrease in the number of patients coming for treatment, especially in the last 10 months.

The following is visitor data for the last 10 months starting from January 2023 to October 2023:

Table 1. Data on visitors to the Pratama Seger Waras Clinic in Polokarto Sukoharjo

Month	Visitor Data	Information
January 2023	1510	
February 2023	1500	Down
March 2023	1360	Down
April 2023	1340	Down

May 2023	1200	Down
June 2023	980	Down
July 2023	970	Down
August 2023	910	Down
September 2023	890	Down
October 2023	863	Down

Source: Pratama Seger Waras Clinic in Polokarto Sukoharjo

Based on the existing problems, researchers are interested in conducting further research with the title Patient Satisfaction in View from Therapeutic Communication, Service Quality, Brand Image and Trust (Study at the Pratama Seger Waras Clinic in Polokarto Sukoharjo).

## RESEARCH METHOD

This research uses a quantitative descriptive approach. Quantitative research is a scientific method because it meets scientific principles, namely concrete or empirical, objective, measurable, rational and systematic (Sugiyono, 2019: 7).

The population is all research subjects (Arikunto, 2019: 173). The population in this study were 863 patients at the Pratama Seger Waras Clinic in Polokarto Sukoharjo. The sample is a part or representative of the population to be studied (Arikunto, 2019: 179). The samples taken in this study were 86 patients. The sampling technique used in this research is purposive sampling technique. Data collection using questionnaires. The data analysis techniques used for statistical analysis are multiple linear regression test, F test, t test, and coefficient of determination.

## RESULT AND DISCUSSION

### Multiple Linear Regression Test

Table 2. Multiple Linear Regression Test

No	Variable	Unstandardized B	Information
1	(Constant)	0.787	Positive
2	Therapeutic Communication	0.211	Positive
3	<i>Service Quality</i>	0.197	Positive
4	<i>Brand Image</i>	0.337	Positive
5	Trust	0.224	Positive

Source: Primary data processed in 2023

Based on the table above, it can be seen that the regression equation formed is:

$$Y = 0.787 + 0.211 X_1 + 0.197 X_2 + 0.337 X_3 + 0.224$$

From this equation it can be explained that:

1. Constant (a)  
This means that if therapeutic communication, service quality, brand image and trust are considered constant, then patient satisfaction is positive.
2. Therapeutic Communication Coefficient (b1)  
This means that if therapeutic communication increases, patient satisfaction will increase.
3. Service Quality Coefficient (b2)  
This means that if service quality increases, patient satisfaction will increase.
4. Brand Image Coefficient (b3)  
This means that if the brand image increases, then patient satisfaction increases
5. Trust Coefficient (b4)  
This means that if trust increases, patient satisfaction increases.

### Hypothesis Testing

1. F test

Table 3. F Test Results

Model	Fcount	Ftable	Sig.	Standard	Information
Regression	20,334	2.51	0,000	0.05	Decent Model

Source: Primary data processed in 2023

From the analysis of the data that has been obtained, it can be seen that the Fcount value is 20.334, because  $F_{count} > F_{table}$   $20.334 > 2.48$  and the significance is  $0.000 < 0.05$ , so  $H_0$  is rejected. It can be concluded that  $H_a$  is accepted, meaning that there is an influence between therapeutic communication, service quality, brand image and trust simultaneously and significantly on patient satisfaction at Pratama Seger Waras Clinic in Polokarto Sukoharjo.

2. t test

Table 4. t Test Results

Hypothesis	tcount	ttable	Sig.	Standard	Information
H1	2,402	1,989	0.019	0.05	Accepted
H2	2,033	1,989	0.045	0.05	Accepted

H3	3,907	1,989	0,000	0.05	Accepted
H4	2,686	1,989	0.009	0.05	Accepted

Source: Primary data processed in 2023

a. The Effect of Therapeutic Communication on Patient Satisfaction

The therapeutic communication variable has a value of  $t_{count} > t_{table}$  ( $2.402 > 1.989$ ) and a significance of  $0.019 < 0.05$ , so  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of therapeutic communication on patient satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo.

b. The Influence of Service Quality on Patient Satisfaction

The service quality variable has a value of  $t_{count} > t_{table}$  ( $2.033 > 1.989$ ) and a significance of  $0.045 < 0.05$ , so  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of service quality on patient satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo.

c. The Influence of Brand Image on Patient Satisfaction

The brand image variable has a value of  $t_{count} > t_{table}$  ( $3.907 > 1.989$ ) and a significance of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of brand image on patient satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo.

d. The Influence of Trust on Patient Satisfaction

The trust variable has a value of  $t_{count} > t_{table}$  ( $2.686 > 1.989$ ) and a significance of  $0.009 < 0.05$ , so  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of trust on patient satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo.

3. Coefficient of Determination Test ( $R^2$ )

Table 5. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.708	0.501	0.476	1.69692

Source: Primary data processed in 2023

Based on the calculation results, the adjusted R square value is 0.476. This means that the variables therapeutic communication, service quality, brand image and trust contribute

to patient satisfaction by 47.6% while the remaining 52.4% is explained by other variables not proposed in this study such as: price, location, promotions and others. .

## Discussion

### The Influence of Therapeutic Communication on Patient Satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo

Based on the tests presented in Table IV.10, it shows that therapeutic communication has a positive and significant effect on patient satisfaction. These results prove that the higher the therapeutic communication, the more patient satisfaction will significantly increase. This research is in line with previous research conducted by (Kusumawardhani, 2019); (Tarigan & Ginting, 2019) Therapeutic communication has a positive and significant effect on patient satisfaction.

Families with children being treated in intensive care will feel anxious because they are confused about the patient's condition, worried about financial problems, the child's condition is less stable with actions that have uncertain results and even the threat of death. One of the skills of health workers, especially nurses, to reduce anxiety is therapeutic communication.

The aim of the nurse's therapeutic communication in the intensive care unit is to explore the patient's feelings so that the nurse can maximize her role as advocate, counselor and educator. With therapeutic communication, a relationship of mutual trust will be created between the nurse and the patient's family so that the nurse is able to explain the patient's condition and the family can understand it. This will help the family to make the best decision and of course will provide satisfaction for the patient and family so that the feeling of anxiety will decrease by itself.

### The Influence of Service Quality on Patient Satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo

Based on the tests presented in Table IV.10, it shows that service quality has a positive and significant effect on patient satisfaction. These results prove that the higher the service quality, the more patient satisfaction will significantly increase. This research is in line with previous research conducted by (Muafa & Awotkay, 2022); (Nasruddin & Rahman, 2023) service quality has a positive and significant effect on patient satisfaction.

The quality of service provided in marketing to consumers is one of the important factors that must be paid attention to by someone who is just starting a business. When making purchasing decisions, a consumer will tend to consider the quality of service they

receive, especially in marketing a product they want to buy. Usually, the success of a business actor or company is determined and seen based on the quality of services provided in marketing implementation. In this case, a consumer's satisfaction in receiving services is an assessment of the quality of marketing services. Therefore, service quality in marketing is an important aspect that must always be considered in optimizing the implementation of product transaction activities or a service business. When the quality of service received by consumers or buyers is poor, where the buyers' hopes or expectations are not achieved, it will have a negative impact on the business itself.

#### The Influence of Brand Image on Patient Satisfaction at Pratama Seger Waras Clinic in Polokarto Sukoharjo

Based on the tests presented in Table IV.10, it shows that brand image has a positive and significant effect on patient satisfaction. These results prove that the higher the brand image, the more patient satisfaction will significantly increase. This research is in line with previous research conducted by (Trisnawati et al., 2023); (Hafidz & Muslimah, 2023) Brand image has a positive and significant effect on patient satisfaction.

Building a brand image is also an important step in the early stages of business development. Without a brand image, it will be increasingly difficult for a business to struggle to retain customers and is at risk of being eliminated from existing business competition. A strong brand image can also help businesses gain consumer trust, because brands with a positive image and good reputation tend to gain higher consumer trust. By focusing on building a strong brand image, you can increase consumer trust, beat competition in the market, and create long-lasting customer satisfaction value.

#### The Influence of Trust on Patient Satisfaction at the Pratama Seger Waras Clinic in Polokarto Sukoharjo

Based on the tests presented in Table IV.10, it shows that trust has a positive and significant effect on patient satisfaction. These results prove that the higher the trust, the more patient satisfaction will significantly increase. This research is in line with previous research conducted by (Hafidz & Muslimah, 2023); (Dewi & Kusyana, 2023) Trust has a positive and significant effect on patient satisfaction.

Consumer trust is a very important thing to maintain. The goal is to improve the business so that it can develop further. Trust is an absolute requirement for business development. Building trust requires further efforts in acquiring, retaining, and increasing consumers. Businesses that have been able to build trust will create dependent behavior on

consumers, the reason is because consumers have trust in the services offered so they become more satisfied with a product.

Trust cannot be built quickly or instantly, it takes a lot of time and planned effort. Therefore, it will be bittersweet for a business to lose the trust of consumers. Businesses that have a bad image will more often be avoided, while rebuilding a business image will be very difficult. Trust cannot be imposed, cannot be manipulated by deception, and is not influenced by place or situation. Therefore, for novice business people, building consumer trust is a challenge that must be faced, especially for businesses that are developing.

## CONCLUSION

Based on the results of hypothesis testing and discussions that have been carried out, it can be concluded that therapeutic communication, service quality, brand image, and trust have a positive and significant effect on patient satisfaction at Pratama Seger Waras Clinic in Polokarto Sukoharjo.

## REFERENCES

- Arikunto. (2019). *Research Procedures: A Practical Approach*. Jakarta: Rineka Cipta.
- Dewi, GAC, & Kusyana, DNB (2023). Increasing Patient Satisfaction Through Trust, Facilities and Service Quality. *Journal of Management, Entrepreneurship and Tourism*, 3(4), 643–653.
- Hafidz, GP, & Muslimah, RU (2023). The Influence of Service Quality, Brand Image, Customer Trust and Customer Satisfaction on Customer Loyalty for Herbalife Products. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 7(1), 253–274. <https://doi.org/10.31955/mea.v7i1.2912>
- Kusumawardhani, OB (2019). Analysis of the influence of nurses' therapeutic communication on patient satisfaction in outpatient care at Karanganyar District Hospital. *National Seminar & Call For Paper Master of Management Business Seminar (SAMBIS-2019)*, 1(1), 199–213.
- Muafa, IW, & Awotkay, AS (2022). The Influence of Physical Environment and Service Quality on Patient Satisfaction at Merauke Hospital. *Journal of Economic & Social Sciences*, 13(2), 90–100.
- Nasruddin, & Rahman, A. (2023). The Influence of Service Quality on Customer Satisfaction on Go-Jek Services in Palopo City. *Nitro Financial Banking Management Journal*, 6(1), 26–38. <https://doi.org/10.56858/jmpkn.v6i1.89>

- Tarigan, H., & Ginting, M. (2019). The Influence of Health Workers' Therapeutic Communication on Inpatient Satisfaction at Herna General Hospital, Medan. *COHESION SCIENTIFIC JOURNAL*, 3(2), 58–67.
- Trisnawati, R., Fathorrahman, & Pradiani, T. (2023). The Influence of Service Quality, Facilities and Brand Image on Patient Satisfaction at the RH Medica Malang Clinic. *Exchange: Journal of Economics and Business*, 2(1), 70–79.