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## Analysis of Patient Satisfaction at the Ngudi Sehat Clinic Manang Baki Sukoharjo

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### Abstrak

Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Klinik Ngudi Sehat Manang Baki Sukoharjo Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh Kualitas Pelayanan yang terdiri dari Keandalan, Jaminan, Bukti Fisik, Empati, dan Daya Tanggap Terhadap Kepuasan Pasien Klinik Ngudi Waras Manang Baki Sukoharjo. Populasi penelitian ini adalah seluruh pasien Klinik Ngudi Sehat Manang Baki Sukoharjo tahun 2023 sejumlah 257 orang dengan sample sejumlah 125 orang menggunakan rumus Ferdinad. 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 bahwa Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Pasien Klinik Ngudi Sehat Manang Baki Sukoharjo. Bukti fisik memberikan sumbangan terhadap kepuasan pasien sebesar 97%, sedangkan sisanya sebesar 3% diterangkan oleh variable lain yang tidak diajukan dalam penelitian ini. Saran dari penelitian ini, Klinik Ngudi Sehat Manang Baki Sukoharjo perlu meningkatkan seluruh dimensi kualitas pelayanan agar kepuasan pasien dapat meningkat.

Kata Kunci: *Keandalan, Jaminan, Bukti Fisik, Empati, Daya Tanggap, Kepuasan, Klinik*

## Abstract

Analysis of the Influence of Service Quality on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic. This research aims to determine and explain the influence of Service Quality consisting of Reliability, Guarantee, Physical Evidence, Empathy and Responsiveness on Patient Satisfaction at the Ngudi Waras Manang Baki Sukoharjo Clinic. The population of this study was all 257 patients of the Ngudi Sehat Manang Baki Sukoharjo Clinic in 2023 with a sample of 125 people using the Ferdinad formula. 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 service quality has a positive and significant effect on patient satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic. Physical evidence contributed to patient satisfaction by 97%, while the remaining 3% was explained by other variables not proposed in this study. The suggestion from this research is that the Ngudi Sehat Manang Baki Sukoharjo Clinic needs to improve all dimensions of service quality so that patient satisfaction can increase.

Keywords: *Reliability, Guarantee, Physical Evidence, Empathy, Responsiveness, Satisfaction, Clinic*

## INTRODUCTION

Nowadays, health problems have become a basic need for society. As people's living standards increase, people's demands for quality health also increase. This requires health service providers such as community health centers to improve the quality of services, not only services that are healing for disease but also include preventive services to improve the quality of life and provide satisfaction for consumers as health service users.

Public awareness of health and personal safety during the COVID-19 pandemic tends to be very high so that implementing health protocols has become a normal habit to apply at all times. Apart from that, people in Indonesia are generally becoming smarter in choosing the best health service providers and whose services match their desires and needs. The image of a company operating in the health services sector is largely determined by service to patients. Services that do not satisfy consumers will give a negative image to the clinic as a whole which will directly reduce the clinic's income.

Services in the health sector are a form of service that is really needed by the community. Health services can be provided by health facilities such as private doctor's practices, clinics, or hospitals. Health facilities are required to provide safe, high-quality, anti-discriminatory and effective health services by prioritizing the interests of patients. (PMK RI no. 69. 2014). Service quality has a close relationship with consumer satisfaction. Companies providing good quality service can encourage consumers to establish good relationships.

Improving the quality of good service can give rise to consumer loyalty and can attract new consumers. Satisfied consumers will not look at other companies (Athiyah & Pane, 2021).

Service quality is how far the difference is between customers' expectations and reality regarding the services they receive or obtain. Meanwhile, Customer Satisfaction can be interpreted as the condition of the customer's feelings when they have completed a transaction with the company. The feelings experienced can be negative or positive (Prihandoyo, Juwari & Iriyanti, 2021).

According to Ulhaq and Ningtias (2022), there are five dimensions used by customers in assessing service quality, namely physical appearance (tangible), which includes physical facilities, employee equipment and communication facilities; reliability, namely the ability to provide promised services promptly, accurately and satisfactorily; responsiveness, namely the staff's desire to help customers by providing responsive service; assurance, which includes the knowledge, ability, politeness and trustworthiness of staff, free from danger, risk and doubt; and understanding (empathy), which includes ease of relationships, good communication, personal attention and understanding customer needs. The quality of health services is more related to smooth communication.

Ministry of Health Regulation Number 9 of 2014 explains that clinics are businesses that fall into the small and medium business category, which must be supervised by people who have certain competencies. Ngudi Sehat Manang Baki Sukoharjo Clinic is a health service clinic that is open from morning until noon every day to provide quality service to the community. Services at the Mahardika Center Pagaden clinic aim to create satisfaction for consumers. Therefore, the Ngudi Sehat Manang Baki Sukoharjo Clinic needs to focus on efforts to fulfill the needs and desires of consumers by providing fast, quality and pleasant services in accordance with what was promised and in relation to related performance, being able to help consumers by providing fast and reliable service. responsive and helpful, employees have knowledge, patience and politeness in serving and are able to instill confidence in the safety and quality of service in paying attention to consumer complaints.

The revolution in communication and information technology has resulted in extraordinary global competition, including in the world of health. Therefore, in order to survive amidst competitive competition, one strategy that can support business success in the health services sector is by trying to improve the quality of services to the community. Good service quality must be carried out continuously, because health service clinics work based on the principle of trust so that trust is an important factor in maintaining patient satisfaction. This should also be done by the Ngudi Sehat Manang Baki Sukoharjo Clinic. In

this way, it is hoped that the clinic can get many patients so that the clinic's profitability increases, assuming that the service quality of the Ngudi Sehat Manang Baki Sukoharjo Clinic, which previously was still not good, resulted in less patient satisfaction. Based on the description above, the author was able to conduct research with the title "Analysis of the Effect of Service Quality on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic".

## RESEARCH METHOD

This research uses a quantitative descriptive approach. In this quantitative descriptive research, the author chose to use quantitative research to determine the magnitude of the influence of service quality on patient satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic by collecting data using a questionnaire.

The location used for research was the Ngudi Sehat Manang Baki Sukoharjo Clinic. The reason for the research is because there are many patients who use the services at the Ngudi Sehat Manang Baki Sukoharjo Clinic. Data obtained from a questionnaire distributed to several patient respondents at the Ngudi Sehat Manang Baki Sukoharjo Clinic. In conducting this research, the time required is 6 (six) months starting from observation to producing data results and research conclusions and will be carried out in Sukoharjo in the period November 2023 – April 2024

The population in this study were patients of the Ngudi Sehat Manang Baki Sukoharjo Clinic with a total of 257 people and the number of samples used in this study was 125 respondents. The analysis tool used is Multiple Linear Regression with the help of SPSS 24 software.

## RESULT AND DISCUSSION

### Multiple Linear Regression Test

The multiple linear regression test is used to determine whether the pattern of the dependent variable can be predicted from the independent variable. In multiple linear regression, the aim is to estimate the magnitude of the regression coefficient and show the magnitude of the influence of several independent variables on the dependent variable (Ghozali, 2018: 86). Based on multiple regression estimates, results are obtained as in the table below:

Table 1 Multiple Linear Regression Results

No	Variable	Unstandardized B	Information
1	(Constant)	-.391	Positive
2	reliability	,830	Positive
3	Guarantee (Assurance)	,961	Positive
4	Physical Evidence (Tangible)	,819	Positive
5	Empathy (Empathy)	,807	Positive
6	Capture Power (Responsiveness)	,802	Positive

Source: Primary data processed in 2024

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

$$Y = -0.391 + 0.830$$

From this equation it can be explained that:

a. Constant (a)

A constant value of  $-0.391$  indicates that the variables Reliability, Assurance, Physical Evidence (Tangible), Empathy, Responsiveness if the value is 0 then Patient Satisfaction of Ngudi Clinic Patients HealthyManang Baki Sukoharjo has a Patient Satisfaction Level of  $-0.391$ .

b. Reliability Coefficient / *Reliable*(b1)

The coefficient value of the Reliability Variable ( $\beta_1$ ) is  $0.830$  with a positive value. This means that for every 1 time increase in reliability, patient satisfaction at Ngudi Clinic increases HealthyManang Baki Sukoharjo will increase by  $0.830$  assuming other variables are constant.

c. Guarantee Coefficient (b2)

The Guarantee/Assurance coefficient value ( $\beta_2$ ) is  $0.961$  with a positive value. This means that for every increase in Assurance by 1 time, Ngudi Clinic Patient Satisfaction increases HealthyManang Baki Sukoharjo will increase by  $0.961$  assuming other variables are constant.

d. Physical /Tangible Evidence Coefficient (b3)

The physical/tangible evidence value ( $\beta_3$ ) is  $0.819$  with a positive value. This means that for every increase in Tangibles by 1 time, Ngudi Clinic Patient Satisfaction increases HealthyManang Baki Sukoharjo will increase by  $0.819$  assuming other variables are constant.

e. CoefficientEmpathy /Empathy( $\beta_4$ )

MarkEmpathy/Empathy( $\beta_4$ ) is 0.807 with a positive value. This means that for every increase in Empathy by 1 time, Ngudi Clinic Patient SatisfactionHealthyManang Baki Sukoharjo will increase by 0.807 assuming other variables are constant.

f. CoefficientCapture/Responsiveness( $\beta_5$ )

MarkCapture/Responsiveness( $\beta_5$ ) is 0.801 with a positive value. This means that every increaseCapture/Responsiveness of 1 times the Ngudi Clinic Patient SatisfactionHealthyManang Baki Sukoharjo will increase by 0.802 assuming other variables are constant.

### Model Feasibility Test

Test the feasibility of the model using the F test. This F test is used to determine the influence of independent variables simultaneously betweenReliability, Assurance, Physical Evidence (Tangible), Empathy, ResponsivenessstoNgudi Clinic Patient SatisfactionHealthyManang Baki Sukoharjo. If the results of the F test have a sig < 0.05, it shows that the independent variable has a simultaneous influence on the dependent variable (Ghozali, 2018: 303). The decision-making criteria for the proposed hypothesis are:

- If  $F_{count} > F_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted (significant).
- If  $F_{count} < F_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected (not significant).

Based on this decision, what is meant by  $H_a$  is the acceptance of the hypothesis and it is significant, while  $H_0$  the hypothesis is rejected and it is not significant. The results of the F test in this study are as follows:

Table 2 Model Testing Results

Model	Fcount	Ftable	Sig.	Standard	Information
<i>Regression</i>	795,810	2.88	0,000	0.05	Decent Model

Source: Primary data processed in 2024

From the results of the model feasibility test,  $F_{count} > F_{table}$  is  $795.810 > 2.88$  with a significance of 0.000, meaning that this analysis is significant with a significance level of less than 0.05, so  $H_0$  is rejected and  $H_a$  is accepted. In other words, there is an intermediate influenceReliability, Assurance, Physical Evidence (Tangible), Empathy, Responsivenesssimultaneously and significantly on the patient satisfaction of Ngudi Clinic patientsHealthyManang Baki Sukoharjo and fulfilled the model feasibility test.

## Hypothesis testing

Test the hypothesis using the t test. The t test is used to determine the partial significance of the influence of variables Reliability, Assurance, Physical Evidence (Tangible), Empathy, Responsiveness to Ngudi Clinic Patient Satisfaction Healthy Manang Baki Sukoharjo. The t test results can be seen in the following table:

Table 3 Hypothesis Testing Results

Hypothesis	tcount	ttable	Sig.	Standard	Information
H1	1,920	>1,286	0.007	0.05	Ha Accepted
H2	54,998	>1,286	0,000	0.05	Ha Accepted
H3	1,981	>1,286	0.029	0.05	Ha Accepted
H4	1,437	>1,286	0.003	0.05	Ha Accepted
H5	1,318	>1,286	0.007	0.05	Ha Accepted

Source: Primary data processed in 2024

Based on the results of the t test in the table above, it can be explained in a hypothesis which is in the following form:

- a. Influence Reliability (reliable) towards Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo  
Variable Reliability (reliable) has value  $t_{count} > t_{table} (1,920 > 1,286)$  and significance  $0.0007 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence Reliability (reliable) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.
- b. Influence Guarantee (Assurance) towards Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo  
The Assurance variable has a value  $t_{count} > t_{table} (54.9987 > 1,286)$  and significance  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence Guarantee (Assurance) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.
- c. Influence Physical Evidence (Tangible) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic  
Variable Physical Evidence (Tangible) has value  $t_{count} > t_{table} (1,981 > 1,286)$  and significance  $0.029 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence Physical Evidence (Tangible) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.

- d. The Influence of Empathy on Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo The variable Empathy (Empathy) has a value  $t_{count} > t_{table}(1,437 > 1,286)$  and significance  $0.003 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of Empathy on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.
- e. Influence Capture Power (Responsiveness) towards Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo The variable Empathy (Empathy) has a value  $t_{count} > t_{table}(1,318 > 1,286)$  and significance  $0.007 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of Empathy on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.

#### Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination is a quantity that shows the magnitude of the dependent variation explained by the independent variable. This coefficient of determination is used to measure how much all the independent variables explain the dependent variable. The coefficient of determination value is determined by the adjusted R square value.

In this case, the determinant coefficient is used to find out how much Reliability, Discipline, Tangibles and Empathy are used to explain patient satisfaction.

Table 4 Coefficient of Determination Results

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Information</i>
1	.985a	,971	,970	Decent Model

Source: Primary data processed in 2024

Based on the calculation results, the adjusted R square value is 0.970. This means that the variables Reliability, Assurance, Physical Evidence (Tangible), Empathy, Responsiveness contribute to Patient Satisfaction by 97% while the remaining 3% is explained by other variables not proposed in the research This.

#### Discussion

Influence Reliability (reliability) towards Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo

Reliability (reliable) has value  $t_{count} > t_{table}(1,920 > 1,286)$  and significance  $0.0007 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence Reliability (reliable) on Patient Satisfaction at the Ngudi Sehat Manang

Baki Sukoharjo Clinic. These results are in line with research by Musa (2022) and Rosento, Susilowati & Saadah (2021) who concluded that reliability influences patient satisfaction.

Based on interviews with respondents, namely patients of the Ngudi Sehat Clinic, the results showed that patients admitted that the types of services provided at the Ngudi Sehat Clinic were complete enough to be able to provide good examination and treatment results so that many people were suitable for treatment at the Ngudi Sehat Clinic and recovered. Reliability is one of the five dimensions of service quality, that service quality is closely related to satisfaction, where good quality will provide an experience for customers and will then invite them to come back for the next visit and become loyal customers. The relationship between reliability and patient satisfaction is that reliability has a positive and significant influence on patient satisfaction. The better the customer's perception of reliability, the higher patient satisfaction will be, whereas if the patient's perception of reliability is poor, then patient satisfaction will be lower.

Influence Guarantee (Assurance) towards Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo

*Assurance* has  $t_{count} > t_{table}(54.9987 > 1,286)$  and significance  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence Guarantee (Assurance) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic. This is in line with research conducted by Ulhaq & Ningtiyas (2022), Aini, Agustin, Amin (2021) and Sbariyanti (2020) which states that assurance has a significant effect on patient satisfaction.

Patient at Ngudi Clinic Healthy feel that they received complete or complete service, thereby increasing their confidence to recover by seeking treatment at the Ngudi Clinic Healthy This. The trustworthy nature of employees can increase patient satisfaction at Ngudi Clinic Healthy Manang Baki Sukoharjo will increase too. Fulfillment of these service criteria will result in service users feeling free from risk.

Influence Physical Evidence (Tangible) on Ngudi Clinic Patient Satisfaction Healthy Manang Baki Sukoharjo

Physical Evidence (Tangible) has  $t_{count} > t_{table}(1,981 > 1,286)$  and significance  $0.029 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence Physical Evidence (Tangible) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.

This research is in line with the results of research conducted by Kartini, Subagja & Srimulat (2022), Rahayu & Siswarni (2020), Prihandoyo, Juwari & Iriyanti (2021) concluding that Direct Evidence (Tangible) has a simultaneous effect on patient satisfaction. The results of interviews conducted with respondents stated that the quality of service at the Ngudi clinic was poor. Healthy seen from the physical or tangible dimensions which include modern equipment and adequate medicine supplies, adequate waiting rooms, adequate parking spaces for nurses' rooms and bathrooms as well as a neat and clean appearance of employees who are in a satisfactory/good condition.

Physical evidence has a positive and significant influence on patient satisfaction. The better the customer's perception of physical evidence, the higher patient satisfaction will be, and if the patient's assessment of physical evidence is poor, the patient satisfaction will be lower. A patient undergoing treatment at a clinic, when entering, the first thing the patient/client assesses is the physical appearance of the room where he is examined.

The Influence of Empathy on Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo

Empathy (Empathy) has  $t_{count} > t_{table}(1,437 > 1,286)$  and significance  $0.003 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence of Empathy on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.

The results of this research are in line with the research results of Athiyyah & Pane (2021), Rahman & Indriani (2020) Muslimin & Umar (2022) Empathy has a partial positive effect on customer / patient satisfaction. Patients feel that the service provided by doctors and employees at the Ngudi Sehat Clinic is very good, where everyone provides service patiently, sincerely and friendly and always provides good solutions to the problems they encounter.

Employees who interact directly with patients or visitors must provide service sincerely, friendly, focused and realize that customer satisfaction is everything.

Influence Capture Power (Responsiveness) towards Satisfaction Ngudi Healthy Clinic patient Manang Baki Sukoharjo

Responsiveness has  $t_{count} > t_{table}(1,318 > 1,286)$  and significance  $0.007 < 0.05$  then  $H_0$  is rejected and  $H_a$  accepted. It can be concluded that there is a positive and significant influence on Capture Power (Responsiveness) on Patient Satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic. The results of this research are in line with research

conducted by Sari, Siska & Indra (2023), Ventalaya Lomendra and friends (2019), Yusup (2019), Monica & Marlius (2023) concluding that Responsiveness / Responsiveness has a positive and significant effect on satisfaction Customer/Patient.

All Ngudi Clinic employees Healthy both doctors and health workers as well as existing employees are able to provide excellent information and service and are alert in handling problems complained by patients both related to health and administrative services.

*Responsive* The responsiveness provided by the Kauman clinic in terms of service quality includes providing complete information, responsive service, readiness to provide services according to respondents in this study who gave a good/satisfied assessment. Complete and clear information is really needed by patients to find out the patient's condition. Health workers who can provide clear and complete information can also help in healing patients' health without hiding it, so that patients will feel satisfied with the performance of the services provided. Ability to help and provide fast and accurate service to customers. This dimension is the most dynamic assessment of service quality. Customer expectations regarding speed of service tend to increase over time in line with advances in technology and health information held by customers. The value of time for customers is increasing.

## CONCLUSION

This study aims to test and analyze the influence of service quality on patient satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic. This research is a descriptive quantitative research with a population of 256 (two hundred and fifty six) patients and the sample is 125 (one hundred and twenty five) patients of the Ngudi Sehat Manang Baki Sukoharjo Clinic. The research instrument was a questionnaire with a Likert scale and multiple linear regression analysis. Based on the results of research on the influence of service quality on patient satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic, it can be concluded that Reliability, Assurance, Tangible Evidence, Empathy. Responsiveness has a positive and significant effect on patient satisfaction at the Ngudi Sehat Manang Baki Sukoharjo Clinic.

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