



# Determinants Of Patient Satisfaction At Bangun Purba Regional General Hospital, Deli Serdang Regency Through Hospital Image

Riana Tarigan <sup>1)</sup>; Yusniar Lubis <sup>2)</sup>; Audia Junita <sup>3)</sup>

<sup>1)</sup> Universitas Medan Area

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

## How to Cite :

Arigan, R., Lubis, Y., Junita, A. (2025). Determinants Of Patient Satisfaction At Bangun Purba Regional General Hospital, Deli Serdang Regency Through Hospital Image. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). DOI: <https://doi.org/10.37676/ekombis.v13i4>

## ARTICLE HISTORY

Received [05 June 2025]

Revised [09 October 2025]

Accepted [10 October 2025]

## KEYWORDS

Service Quality, Patient Satisfaction and Hospital Image.

*This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license*

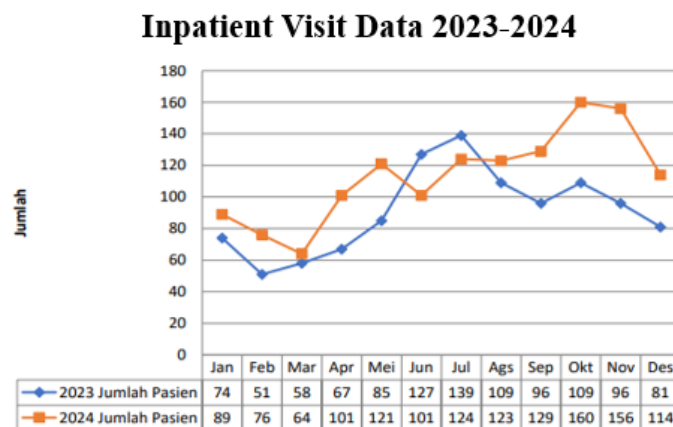


## ABSTRACT

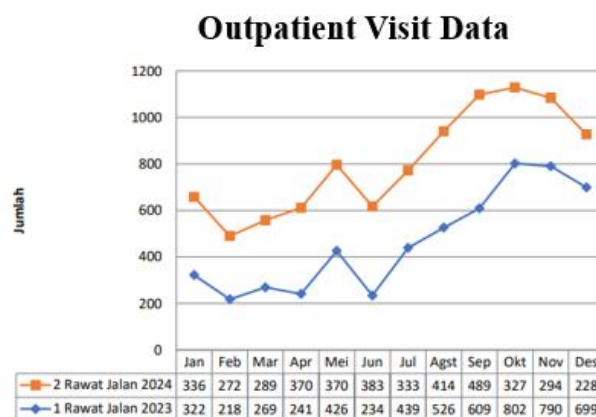
This study analyzes the determinants of patient satisfaction at Bangun Purba Regional General Hospital, Deli Serdang Regency through the image of the hospital destination. The determinants themselves consist of reliability, responsiveness, assurance, empathy and physical evidence. This study uses a quantitative approach through an explanatory survey to analyze one or more variables that influence other variables and the causal relationship between variables is explained by the hypothesis. This study uses primary data with a questionnaire as a research medium with 90 respondents as patient respondents at Bangun Purba Regional General Hospital, Deli Serdang Regency. The sampling technique uses purposive random sampling. The validity test shows that each variable is greater than 0.192, indicating validity. The reliability test shows reliable results with values greater than 0.60. The hypothesis test shows that each variable is greater than 0.1986. The results of the study indicate that the determinants of Service Quality variable, namely the variables of Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence, have a positive and significant impact on Patient Satisfaction through the Image of the Hospital.

## INTRODUCTION

Optimal health services are one of the main services for the community, because basically everyone needs a healthy body in carrying out every activity in order to be able to carry out activities properly. The needs and desires of consumers are the basis for the health world in achieving the success of marketing their products/services, because marketing is an activity that is directed to satisfy needs with the aim of achieving customer satisfaction which can indirectly strengthen customer loyalty.

**Figure 1. Inpatient Visits 2023-2024**

The graph shows inpatient visit data from January to December for 2023 and 2024. In general, there will be an increase in the number of inpatients in 2024 compared to the previous year. This can be caused by various factors such as improving the quality of health services such as reliability, responsiveness, assurance and empathy of the *stakeholders* of Bangun Purba Hospital and increasing hospital capacity (Physical Evidence), or bias caused by other external factors that affect the number of patients who require inpatient care.

**Figure 2. Outpatient Visit Data (2023-2024)**

Outpatient visit data in 2023 and 2024 shows a fairly significant increase trend over time. In 2023, the number of outpatients is likely to fluctuate, with the lowest number occurring in February (218 patients) and the highest occurring in October (802 patients). Meanwhile, in 2024, the number of outpatients will be higher than the previous year, with an increase seen since the middle of the year. The increase in the number of outpatients can indicate several factors, such as increased accessibility of health services, increased public awareness of the importance of regular medical examinations, or improved quality of health services that make patients more confident and comfortable to return to treatment.

Hospital image greatly influences the patient's decision in choosing health services. In this information era, people are increasingly critical and selective in choosing hospitals based on experience, recommendations, and available information. Regional General Hospitals are often the top choice for the community, especially in areas that have limited access to health services. A positive image allows a company to gain reputation and competitive advantage, increase customer satisfaction, service quality, loyalty, and buyback intent and be able to increase the success of a company. Companies that have a good image or reputation will encourage

consumers to buy the products offered, increase competitiveness, encourage employee morale, and increase customer loyalty.

Customer loyalty itself cannot be separated from customer satisfaction. Practitioners and academics agree that satisfaction and loyalty are closely and inseparably linked. Satisfaction is a function of the perception or impression of performance and expectations, customers are satisfied and if performance exceeds customer expectations, then they will feel satisfied and happy. Customers who are satisfied with the goods and services are more likely to buy back from the provider of these goods and services.

## **LITERATURE REVIEW**

### **Patient Satisfaction**

Batbaatar et al. (2015) view patient satisfaction as the result of cognitive and emotional evaluations of various dimensions of service, including safety, physical environment, and interpersonal interaction. Their research shows that these dimensions contribute significantly to the formation of patient satisfaction. Satisfaction is related to the quality or quality of service. Patients are consumers who feel satisfied with a service if they get convenience in the service process (Pohan, 2007). Patient satisfaction is the most important indicator for hospitals. Patient satisfaction is a very valuable asset for hospitals, because if patients feel satisfied they will make a repeat visit to the hospital. Factors that affect patient satisfaction are: (1) access to health services; (2) quality of health services; (3) health service processes; and (4) the health service system.

### **Quality of Service**

According to (Kotler, 2016) service is defined as all actions or performances that one party can provide to another party that is essentially intangible and does not result in any ownership. According to (Tjiptono, 2012) defining service quality is a measure of how good the level of service provided is able to meet customer expectations. The quality of service is measured by: (1) The level of reliability, including the aspect of consistency; accuracy; and timeliness in service delivery. (2) Responsiveness, having alertness in providing information and actions in accordance with the patient's needs which includes response speed; staff alertness; availability of information; willingness to help; and priority needs. (3) Guarantee, which includes labor competencies; service security; Manners; Credibility; satisfaction guarantee ability. (4) Empathy, including the ability to listen to patients; understanding of the patient's condition, ability to communicate with the patient; give personal attention; and be able to make patients feel appreciated. (5) Physical evidence, including the condition of physical facilities; equipment completeness; the appearance of health workers; and environmental cleanliness.

### **Hospital Image**

According to Kotler & Keller (2020), imagery is a set of beliefs, ideas, and impressions that a person has about an object, which are formed through their experiences and interactions with the object. From a management and marketing perspective, image is a factor that influences consumers' decisions in choosing a service or product. Ghazali (2021) added that image is a perception formed in the minds of individuals about an organization or brand based on their experiences, communication, and expectations. Aaker (2020) also emphasized that image is an association attached to an institution or brand that plays a role in influencing customer perceptions and decisions in making purchases or choosing certain services. In the field of public service and health, image also plays an important role. Parasuraman et al. (2022) stated that the image reflects public trust in an organization based on the quality of services, credibility, and reliability offered. A hospital's image can be measured by: (1) reputation; (2) the identity of the institution; (3) patient trust; and (4) patient experience.

## METHODS

Based on the literature review and previous research, the conceptual framework designed is as follows:

- H1. There is an influence of service quality on the satisfaction of General Hospital patients Ancient Built Area, Deli Serdang Regency.
- H2. There is an influence of patient satisfaction on the image of General Hospital Ancient Built Area, Deli Serdang Regency.
- H3. There is an influence of service quality on the image of the Regional General Hospital Build Ancient Deli Serdang Regency.
- H4. There is an influence on the quality of service on the image of the Regional General Hospital Wake Up Ancient through patient satisfaction.

## RESULTS AND DISCUSSION

### Validity Test

To determine whether an item is valid, we compare the Pearson correlation value ( $r$  calculated) between items with a total score and the table  $r$ -value at a significance level of 0.05 or 0.01.

- a. Number of samples ( $N$ ) = 105
- b. Based on the distribution table of  $r$  for the correlation test at  $N=105$ , the value of the  $r$  table at a significance level of 0.05 (2-tailed) is 0.192.

The following are the results of the validity test of the variables of this study:

**Table 1 Reliability Variable (X1)**

Items	Calculation	$r_{table}$	Information
1	0.418	0.192	Valid
2	0.397	0.192	Valid
3	0.374	0.192	Valid
4	0.294	0.192	Valid
5	0.356	0.192	Valid
6	0.305	0.192	Valid
7	0.557	0.192	Valid
8	0.344	0.192	Valid

Based on the above tabuel of all correlation values ( $r_{calculus}$ ) between the items in the reliability variable X1 and the calculation> the  $r_{table}$  value is 0.192. This means that all items are declared valid.

**Table 2 Responsiveness Variable (X2)**

Items	Calculation	rtable	Information
1	0.358	0.192	Valid
2	0.285	0.192	Valid
3	0.480	0.192	Valid
4	0.297	0.192	Valid
5	0.291	0.192	Valid
6	0.370	0.192	Valid
7	0.360	0.192	Valid
8	0.463	0.192	Valid
9	0.370	0.192	Valid
10	0.285	0.192	Valid

Based on the table above, all items in the Responsiveness variable are valid because the correlation value with the calculation is greater than the rtable value of 0.192.

**Table 3 Guarantee Variable (X3)**

Items	Calculation	rtable	Information
1	0.419	0.192	Valid
2	0.432	0.192	Valid
3	0.413	0.192	Valid
4	0.594	0.192	Valid
5	0.429	0.192	Valid
6	0.453	0.192	Valid

Based on the table above, All items in the Collateral variable are proven to be valid because their correlation value with the calculation is greater than the rtable value (0.192) and significant at the level of 0.05.

**Table 4 Empathy Variable (X4)**

Items	Calculation	rtable	Information
1	0.488	0.192	Valid
2	0.392	0.192	Valid
3	0.509	0.192	Valid
4	0.330	0.192	Valid
5	0.304	0.192	Valid
6	0.325	0.192	Valid

Based on the table above, all items on the Empathy variable meet the validity criteria because the calculated value is greater than the rtable value (0.192) and significant at the level of 0.05.

**Table 5 Physical Evidence Variable (X5)**

Items	Calculation	rtable	Information
1	0.362	0.192	Valid
2	0.371	0.192	Valid
3	0.344	0.192	Valid
4	0.337	0.192	Valid
5	0.420	0.192	Valid
6	0.280	0.192	Valid
7	0.221	0.192	Valid
8	0.489	0.192	Valid

Based on the table above, all items in the Physical Evidence variable are valid and can be used as instruments because they meet the criteria of a calculated value greater than the rtable and have a significance value of less than 0.05.

**Table 6 Patient Satisfaction Variable (Y)**

Items	Calculation	rtable	Information
1	0.303	0.192	Valid
2	0.467	0.192	Valid
3	0.313	0.192	Valid
4	0.437	0.192	Valid
5	0.340	0.192	Valid
6	0.347	0.192	Valid
7	0.341	0.192	Valid

Based on the table above, all items on the patient satisfaction variable are valid and can be used as instruments because they meet the criteria of a calculated value greater than the rtable and have a significance value of less than 0.05.

**Table 7 Hospital Image Variables (Z)**

Items	Calculation	rtable	Information
1	0.477	0.192	Valid
2	0.447	0.192	Valid
3	0.417	0.192	Valid
4	0.437	0.192	Valid
5	0.415	0.192	Valid

Based on the table above, all items in the hospital image variable are valid and can be used as instruments because they meet the criteria for a correlation value greater than the table and have a significance value of less than 0.05.

**Table 8 Reliability Test**

<b>Reliability Statistics</b>			
<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>Information</b>
Reliability (X1)	0.757	8	Reliable
Responsiveness (X2)	0.810	10	Reliable
Warranty (X3)	0.742	6	Reliable
Empathy (X4)	0.802	6	Reliable
Physical evidence (X5)	0.831	8	Reliable
Patient satisfaction (Y)	0.778	7	Reliable
Image RS (Z)	0.735	5	Reliable

Based on the results of the reality test, it can be seen that *the value of Cronbach's Alpha* for all research variables > 0.60 so that all statements for this research variable (Y) are Reliable.

### Path Analysis

#### Model 1

**Table 9 Regression equations**

##### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.343	5.293		4.788	.000
	Kehandalan	.333	.085	.139	4.390	.007
	Daya_tanggap	.158	.082	.172	3.708	.000
	Jaminan	.102	.094	.108	3.080	.003
	Empati	.138	.116	.233	3.326	.005
	Bukti_fisik	.174	.093	.181	2.797	.008
	Citra_RS	.059	.118	.250	5.500	.000

a. Dependent Variable: Kepuasan\_pasien

To see the influence of service quality and hospital image on patient satisfaction, you can see the results of the SPSS 22.0 for Windows calculation in *the Coefficients* below.

**Table 10 Coefficient of Determination Test (R<sup>2</sup>)**

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484 <sup>a</sup>	.434	.325	1.29512

a. Predictors: (Constant), Citra\_RS, Bukti\_fisik, Kehandalan, Jaminan, Daya\_tanggap, Empati

Based on the table above, it is known that R Square (R<sup>2</sup>) shows how large the proportion of variations in patient satisfaction can be explained by independent variables. A value of 0.434 means that 43.4% variation in patient satisfaction can be explained by the variables CitraRS, Physical evidence, Reliability, Assurance, Responsiveness, and Empathy. The rest, 56.6%, is explained by factors outside the model.

**Model 2****Table 11 Regression equations****Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.664	95.778		.122	.903
	Kehandalan	1.419	1.628	.500	3.257	.000
	Daya_tanggap	1.965	1.421	2.425	3.383	.000
	Jaminan	1.652	1.672	1.761	2.988	.000
	Empati	2.475	2.035	2.176	3.216	.000
	Bukti_fisik	.633	1.766	.699	3.359	.001
	Citra_RS	.796	5.439	.683	3.146	.004
	X1Z	.121	.092	.690	3.231	.001
	X2Z	.115	.080	4.467	3.434	.005
	X3Z	.100	.095	2.698	4.056	.004
	X4Z	.140	.117	3.084	3.196	.002
	X5Z	.241	.100	1.247	4.409	.004

a. Dependent Variable: Kepuasan\_pasien

**Hypothesis Test**

The t-test was carried out to determine the influence of each independent variable partially on the dependent variable, namely patient satisfaction. This test was carried out by comparing the calculated t value to the t table at a significance level of 5% ( $\alpha = 0.05$ ). With the number of respondents as many as 105 people and the number of independent variables as many as 11, the degree of freedom ( $df$ ) =  $n - k - 1 = 105 - 11 - 1 = 93$ , so that the t-value of the table is 1.986. Based on the results of data processing through path analysis, t-values and significance (Sig.) were obtained for each variable as follows:

1. Reliability (X1) has a calculated t-value of 3.257 with a value of Sig. = 0.000. Because t counts > t table and Sig. < 0.05, it can be concluded that reliability has a significant effect on patient satisfaction.
2. Responsiveness (X2) obtained a calculated t-value of 3.383 and Sig. = 0.000, which means that responsiveness also has a significant effect on patient satisfaction.
3. The guarantee (X3) shows a calculated t-value of 2.988 with Sig. = 0.000, so the guarantee is stated to have a significant influence on patient satisfaction.
4. Empathy (X4) has a t-count of 3.216 and Sig. = 0.000, which means that empathy has a significant effect on patient satisfaction.
5. Physical Evidence (X5) yielded a calculated t-value of 3.359 and Sig. = 0.001, which also showed a significant influence on patient satisfaction.
6. Hospital image (X6) shows a calculated t of 3.146 and Sig. = 0.004, which means that hospital image has a significant influence on patient satisfaction.

Furthermore, the t-test was also carried out on the interaction variable (moderation), namely the interaction between each dimension of service quality and the Z variable:

1. X1Z (Reliability  $\times$  Z) resulted in a t-count of 3.231 and Sig. = 0.001, suggesting that the interaction was significant in moderating the relationship between reliability and patient satisfaction.

2. X2Z (Responsiveness  $\times$  Z) has t count 3.434 and Sig. = 0.005, so this interaction has a significant effect.
3. X3Z (Assurance  $\times$  Z) shows a calculated t of 4.056 and Sig. = 0.004, which means that this interaction is significant to patient satisfaction.
4. X4Z (Empathy  $\times$  Z) has a calculated t-value of 3.196 and Sig. = 0.002, indicating that this interaction is also significant.
5. X5Z (Physical Evidence  $\times$  Z) recorded the highest t-count, which was 4.409 with Sig. = 0.004, which suggests that this interaction has a very significant moderation effect.

Thus, it can be concluded that all variables in the regression model, whether direct or through interaction, have a significant influence on patient satisfaction. This suggests that the overall quality of hospital services, including perceptions moderated by variables, plays an important role in shaping patient satisfaction levels.

## CONCLUSION

1. There is a significant influence of service quality on patient satisfaction at the Bangun Purba Regional General Hospital, Deli Serdang Regency.
2. There is a significant influence of the image of the Hospital on the satisfaction of patients of the Bangun Purba Regional General Hospital, Deli Serdang Regency.
3. There is a significant influence of service quality on the image of the Bangun Purba Regional General Hospital, Deli Serdang Regency.
4. There is a significant influence of service quality on patient satisfaction through the image of the Bangun Purba Regional General Hospital, Deli Serdang Regency.

## SUGGESTION

Based on the results of the research and the conclusions that have been submitted, the following suggestions can be given:

1. Improvement of Service Quality. The management of the Bangun Purba Regional General Hospital of Deliserdang Regency is advised to continue to improve the quality of service, especially in the aspects of reliability, responsiveness, empathy, guarantee, and physical evidence. Regular training for medical personnel and support staff as well as facility improvements are expected to improve the overall quality of service.
2. Management and Strengthening of Hospital Image. It is important for hospital management to actively build and maintain a positive image through effective communication strategies, consistent service, and promotion of the hospital's good reputation. This can be done by utilizing social media, patient testimonials, and service programs that are oriented towards patient satisfaction.
3. Development of Service Evaluation System. It is recommended to implement a monitoring and evaluation system on a regular basis to measure patient satisfaction and hospital image. Feedback from patients must be evaluated in decision-making and service improvement, so that it can support continuous quality improvement.
4. Advanced Research. To deepen understanding of the relationship between service quality, image, and patient satisfaction, further research can add other variables such as patient loyalty, physician reputation, or environmental factors. In addition, using quantitative and qualitative methods simultaneously can provide a more comprehensive picture.
5. Expansion of Sample and Research Location. In order for the results of the study to be more representative and generalizable, it is recommended to expand the number of respondents as well as involve several other hospitals in different regions. This will provide broader insights into the dynamics of the influence of service quality and image on patient satisfaction.

## REFERENCES

- A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. 1988. "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality". *Journal of Retailing*. Vol 64 (1) pp 12- 37
- Al-Abri, R., & Al-Balushi, A. (2014). *Patient Satisfaction Survey as a Tool towards Quality Improvement*. *Oman Medical Journal*, 29(1), 3-7. DOI: 10.5001/omj.2014.02.
- Akdon & Riduwan. 2005. *Formulas and Data in Statistical Applications*. Bandung: Alfabeta.
- Al Rajab, M., & Andilah, S. (2023). The Effect of Service Quality on the Level of Outpatient Satisfaction. *Medika Respati : Scientific Journal of Health*, 18(1), 73. <https://doi.org/10.35842/mr.v18i1.850>.
- Price, R., Elliott, M. N., & Cleary, P. D. (2014). *Measuring Patient-Centeredness of Care: A Systematic Review of Self-Reported Measures*. *Medical Care Research and Review*, 71(1), 36-61. DOI: 10.1177/1077558713496315.
- Anisah, I., et al. (2022). Health Service Quality Factors That Affect Patient Satisfaction. *Journal of Health Management*.
- Afrizal, & Suhardi. (2018). Effect of Service Quality, Hospital and Trust Image on Patient Satisfaction and Its Implications in Patient Loyalty. *Journal Economics and Management of STIE Pertiba Pangkalpinang*, 4(1), 70-86.
- Ahmad, N. (2020). Quality of Health Services. *Journal of Public Health*, 12(2), 210-220. ISSN: 1978-0575. DOI: [10.15294/kemas.v12i2.445](https://doi.org/10.15294/kemas.v12i2.445). Semarang State University, Semarang.
- Arianto, N. (2017). Influence of Service Quality, Price and Satisfaction To Patient Loyalty. *Journal of Organization and Management*, 13(1), 1-9. <https://doi.org/10.33830/jom.v13i1.13.2017>
- Baines, P. (2011). *Marketing: Principles and Practice*. Oxford University Press, Oxford.
- Batbaatar, E., Dorjdagva, J., Luvsannyam, A., Savino, M. M., & Amenta, P. (2015). *Determinants of Patient Satisfaction: A Systematic Review*. *Perspectives in Public Health*, 135(2), 89-101. DOI: 10.1177/1757913914552588.
- Bella, J. N., Ogotan, M., & Londa, V. (2019). Tangible Aspects of Public Health Services at the Auxiliary Health Center in Lalumpe Village, Motoling District, South Minahasa Regency. *Journal of Public Administration*, 5(67), 52-60. ISSN: 2302-2698. DOI: [10.35797/jap.v5i67.24136](https://doi.org/10.35797/jap.v5i67.24136).
- Bleich, S. N., Özaltın, E., & Murray, C. J. L. (2009). *How Does Satisfaction with the Health-Care System Relate to Patient Experience?* *Bulletin of the World Health Organization*, 87(4), 271-278. DOI: 10.2471/BLT.07.050401.
- Berlianty, B., Alwy, A., & Nurhayani, N. (2013). Patient loyalty analysis based on service quality. 1-12.
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. *Business*. <https://doi.org/10.1177/0001699303046002008>
- Butar-butur, J., & Simamora, R. H. (2016). The Relationship between the Quality of Nursing Services and the Level of Inpatient Satisfaction at Pandan Hospital, Central Tapanuli Regency. *Indonesian Journal of Nurses*, 6(1), 51-64.
- Butarbutur, M., & Fathi, F. (2018). The Effect of Empathy on Patient Satisfaction. *Indonesian Health Journal*.

- Dewi, R. (2017). The Effect of Service Quality on Loyalty Patient BPJS users with patient satisfaction as an intervening variable. *Journal of Power Management*, 18(2), 146–156. <https://doi.org/10.23917/dayasaing.v18i2.4511>
- Cleary, P. D., & McNeil, B. J. (1988). *Patient Satisfaction as an Indicator of Quality Care*. *Inquiry*, 25(1), 25-36. ISSN: 0046-9580.
- Cramer, D. & Howitt, D. 2006. *The Sage Dictionary of Statistics*. London: Sage Publication.
- Damaiyanti, M. (2008). The Relationship of Empathy with Patient Satisfaction. *Indonesian Journal of Nursing*.
- Desdiani, L. (2022). Textbook of Empathy and Professionalism of Health Workers. *Indonesian Science Media*.
- Directorate General of Health Services, Ministry of Health of the Republic of Indonesia. (2021). The Importance of Empathy in Life. *Health Publications of the Republic of Indonesia*.
- Donabedian, A. (1988). *The Quality of Care: How Can It Be Assessed?* *JAMA*, 260(12), 1743-1748. DOI: 10.1001/jama.1988.03410120089033.
- Eliya Astutik, E. (2020). The Relationship between Health Service Quality and Patient Satisfaction of BPJS Outpatient Participants at Puskesmas. *Journal of Health Dr. Soebandi*, 8(2), 158–163. <https://doi.org/10.36858/jkds.v8i2.243>.
- Eglseer, D., Osmancevic, S., Hoedl, M., Lohrmann, C., & Bauer, S. (2020). Improving the quality of nursing care in Austria: 10 years of success. *Journal of Nursing Management*, August, 1–8. <https://doi.org/10.1111/jonm.13136>
- Elizabeth, S. W., & Purwoastuti, E. (2015). The Dimension of Empathy in Health Services. *Indonesian Journal of Midwifery and Nursing*.
- Fandy, Egypt. 2016. *Service, Quality & Satisfaction*. Yogyakarta: No.
- Fitzsimmons, J. A., & Fitzsimmons, M. J. (2014). *Service Management: Operations, Strategy, Information Technology*. McGraw-Hill Education, New York.
- Fombrun, C. J., & van Riel, C. B. M. (2004). *Fame & Fortune: How Successful Companies Build Winning Reputations*. FT Press.
- Fatrida, D., Machmud, R., & Rahayuningsih, A. (2023). The Dimension of Nursing Service Quality as a Strategy to Increase Patient Satisfaction in Health Centers: Literature Review. *Journal of 'Aisyiyah Medika*, 8(2), 123-135. ISSN: 2549-0753. DOI: [10.36729/jam.v8i2.1122](https://doi.org/10.36729/jam.v8i2.1122). STIKes 'Aisyiyah Palembang, Palembang.
- Grönroos, C. (1984). "A Service Quality Model and Its Marketing Implications." *European Journal of Marketing*, 18(4), 36–44.
- Gotsi, M., & Wilson, A. M. (2001). "Corporate Reputation: Seeking a Definition." *Corporate Communications: An International Journal*, 6(1), 24–30.
- Ghozali, Imam (2020). *Multivariate Analysis Application with IBM SPSS Program*. 21. Semarang: UNDIP Publishing Agency.
- Hasim, et al. (2018). The Importance of Empathy in Life. *Directorate General of Health Services, Ministry of Health of the Republic of Indonesia*.
- Harijanto, S. (2018). The Effect of Service Quality on Patient Satisfaction at the Pharmaceutical Installation of Dungus Lung Hospital Madiun. *JKM (Journal of Public Health) Cendekia Utama*, 6(1), 117-127.
- Hadjam, M. N. R. (2001). The effectiveness of excellent service as an effort to improve services in hospitals (Psychological Perspective). *Journal of Psychology*, 28(2), 105-115.

- Hasan, S., & Putra, A. H. P. K. (2018). Hospital Patient Loyalty Government: Reviewed from the perspective of service quality, image, value and Satisfaction. *Indonesian Journal of Management*, 18(3), 184. <https://doi.org/10.25124/jmi.v18i3.1731>
- Hendro, & Syamswarna. (2019). Marketing Management. *Journal of Maneksi*, 11(2), 58-70. ISSN: 2089-3345. DOI: [10.33701/jm.v11i2.1246](https://doi.org/10.33701/jm.v11i2.1246).
- Han, F. (2000). The Effect of Service Quality on Customer Satisfaction. *Journal of Management Science*, 2(1), 12-25.
- Hanif. 2013. *Government Theory and Technology*. Yogyakarta: Grafindo.
- Hendy, N. (2004). Customer Satisfaction: The Role of Quality and Price. *Journal of Marketing Research*, 41(2), 123-136.
- Iman, S. (2017). Effective Communication and Empathy of Health Workers. *Journal of Public Health*.
- Indrasari, M. (2019). The Effect of Service Quality on Consumer Satisfaction at PT. Mata Secure Indonesia. *Journal of Management Science*, 8(1), 75-85. ISSN: 2087-2038. DOI: [10.22441/jurnalim.v8i1.2865](https://doi.org/10.22441/jurnalim.v8i1.2865).
- Jenkinson, C., Coulter, A., & Bruster, S. (2013). *The Picker Patient Experience Questionnaire: Development and Validation Using Data from In-Patient Surveys in Five Countries*. *International Journal for Quality in Health Care*, 14(5), 353-358. DOI: 10.1093/intqhc/14.5.353.
- Kotler and Keller. (2012), *Marketing Management*, 12th Edition. Jakarta: Erlangga.
- Kusmiran, E. (2017). Soft Skills Caring Training Improves the Quality of Nursing Services and Patient Satisfaction at Bandung City Hospital. *Journal of Health Services Research and Development*, 1(2), 72-81.
- Kuntoro, W., & Istiono, W. (2017). Patient Satisfaction with Service Quality at the Puskesmas Outpatient Registration Site Kretek Bantul Yogyakarta. *Journal of Vocational Health*, 2(1), 140. <https://doi.org/10.22146/jkesvo.30327>
- Lupiyoadi, R. 2013. *Service Marketing Management*. Jakarta : Salemba Empat
- Maryana, Maryana, & Christiany, M. (2022). The Relationship of Service Quality Aspects with Inpatient Satisfaction. *Citra Delima Scientific Journal of Citra International Institute*, 5(2), 105–112. <https://doi.org/10.33862/citradelima.v5i2.262>
- Miiandi, R. K., & Peristiowati, Y. (2022). The Influence of Accreditation for Improving the Quality of Service and Patient Safety at Home Pain (Systematic Study Review). *Scientific Journal of Records and Information Imelda Health (JIPIKI)*, 7(1), 80–87. <https://doi.org/10.52943/jipiki.v7i1.712>
- Munthe, A. P. R. F. (2019). Improving the quality of health services in hospitals in accordance with accreditation in hospitals.
- Mukarom, Z., & Laksana, F. (2018). *Quality of Service: Definition, Indicators, Dimensions, Factors & Principles*. Serupa.id.)
- Nastiti, A. D., Kusnanto, & Ahsan. (2017). Caring Training with Models Participatory for Improving Nurse Performance and Service Quality Nursing. *Journal of Voice Health Research Forikes*, VIII(4),n 216–224.
- Nursalam. (2003). *Concept and Application of Nursing Science Research Methodology*. Jakarta: Salemba Medika.

- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill, ISBN: 978-0071154138.
- Persolja, M. (2020). The quality of nursing care as perceived by nursing Personnel: Critical technical incident. *J Nurs Manage*, October, 1–10. <https://doi.org/10.1111/jonm.13180>.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perc. *Journal of retailing*, 64(1), 12.
- Pink, D. H. (2007). *A Whole New Mind: Moving from the Information Age to the Conceptual Age*. New York: Riverhead Books.
- Pratama, J. (2019). Quality Indicators of Nursing Services. Academia.Edu.
- Putri, A. (2020). Analysis of Service Quality on Customer Satisfaction at PT. XYZ. Thesis. Universitas Teknokrat Indonesia, Bandar Lampung.
- Peršolja, M. (2020). The quality of nursing care as perceived by nursing personnel: Critical incident technique. *Journal of Nursing Management*, September, 1–10. <https://doi.org/10.1111/jonm.13180>
- Pangoempia, S. J., et al. (2021). Analysis of the Influence of the Covid-19 Pandemic on Health Services. *Journal of Public Health*, 10(1), 40-49. ISSN: 2356-3346. DOI: [10.35797/jkm.v10i1.46012](https://doi.org/10.35797/jkm.v10i1.46012).
- Rahayuningsih, L. A. S., & Cahyaningrum, N. (2023). The Effect of Empathy of Health Workers on Patient Satisfaction: A Meta-Analysis. *Infokes: Scientific Journal of Medical Records and Health Informatics*, 13(2),
- Rahayuningsih, L., & Cahyaningrum, N. (2023). The Effect of Empathy on Patient Satisfaction. *INFOKES Scientific Journal of Medical Records*. 122–127. <https://doi.org/10.47701/infokes.v13i2.3130>
- Rasyid, M., & K, A. (2019). Analysis of Service Quality on Customer Satisfaction. *Journal of Business Management*, 7(1), 45-58. ISSN: 2355-6213. DOI: [10.31294/jmb.v7i1.257506](https://doi.org/10.31294/jmb.v7i1.257506).
- Rahman, Syaiful and Basri, H. A. (2018). The Influence of Trust, Service Quality and Facilities on BPJS Kesehatan Patient Satisfaction at Moh Ridwan Meuraksa Hospital Jakarta. *SWOT Journal*, VIII(2), 408–419.
- Rogers, C.R. (1957). The necessary and suf?cient conditions of therapeutic personality change. *Journal of Consulting Psychology*, 21, 95–104.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.
- Solehudin, S., & Sihura, S. S. G. (2023). The Effect of Accreditation on Improving the quality of hospital services. *Journal of Husada Medicine*, 3, 25–36.
- Sugiyono. (2014). *Educational Research Methods with Quantitative, Qualitative, and R&D Approaches*.
- Supranto, J. 2005. *Econometrics* (1st ed). Bogor: Ghalia Indonesia.
- Supartiningsih, S. (2017). Quality of Service and Hospital Patient Satisfaction: Cases in Outpatients. *Journal of Medicoeticolegal and Hospital Management* 10.18196/JMMR.2016, 6(1), 9–15. <https://doi.org/10.18196/jmmr.6122>
- Supranta, J. (2001). *Service Quality Management*. Andi Publisher, Yogyakarta.
- Sulistyo, A., & Gumilar, A. (2019). Study of Hospital Image and Service Quality on Customer Loyalty through Customer Satisfaction at Awal Bros Tangerang Hospital. *JMB: Journal of Management and Business*, 8(2).

- Tjiptono, F. (2008). *Service Management: Realizing Excellent Service*. Yogyakarta: No.
- Utami, N. W., et al. (2019). Analysis of Service Quality on Customer Satisfaction on CV. Singoyudho Nusantara. *Journal of Humanities*, 11(2), 116-125. ISSN: 2089-3922. Semarang State Polytechnic, Semarang.
- Vigaretha, G., & Handayani, O. W. K. (2018). The Role of Patient Satisfaction as a Mediation Variables of the Influence of Service Quality on Patient Loyalty. *HIGEIA (Journal of Public Health Research and Development)*, 2(4), 543-552. <https://doi.org/10.15294/higeia.v2i4.23893>
- Wijaya, H. (2018). Analysis of Service Quality on Customer Satisfaction at PT. ABC. *Journal of Humanities*, 10(1), 45-55. ISSN: 2089-3922.
- Ware, J. E., Snyder, M. K., & Wright, W. R. (1992). *Defining and Measuring Patient Satisfaction with Medical Care*. *Evaluation and Program Planning*, 6(3-4), 247-263. DOI: 10.1016/0149-7189(83)90005-8.
- Widodo, M. R., & Prayoga, D. (2022). Patient Satisfaction and Loyalty to in Primary Health Facilities. *Scientific Journal of Education*, 5(2), 568-572. <https://doi.org/10.54371/jiip.v5i2.458>
- Walpole, R.E. & Myers, R.H. 1995. *Opportunity and statistical science for engineers and scientists*. 4th edition. ITB. Bandung.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education, New York.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.