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Research Article

Analysis of the influence of service quality on patient satisfaction in obstetrics and gynecology at the Harapan Kasih Main Clinic in Ngabang Landak Regency

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ABSTRACT

This study examines the impact of quality service on the patient satisfaction at Utama Harapan Kasih Clinic. The study highlights the importance of service in achieving satisfaction. The study aims to analyze this relationship quantitatively using an associative approach. Data collection was carried out through questionnaires distributed to 100 respondents, supplemented by secondary data related to patient volume and clinic revenue. Sampling used saturated sampling technique. This study used simple linear regression analysis, supported by classical assumption tests such as validity, reliability, normality test. The results showed a positive relationship between service quality and patient satisfaction. Simultaneous testing showed that variables significantly influenced patient satisfaction. The R-square value of 69.9% indicates that other factors contributed 31.1% to patients satisfaction. This study underlines the importance of increase service quality to increase patient satisfaction offering insights to improve clinic revenue.

Keywords: service quality; patient satisfaction; achieving satisfaction; obstetrics and gynecology

1. INTRODUCTION

Public demand for healthcare is a critical aspect of a nation's development, as good health forms the foundation for a high quality of life. A lack of adequate healthcare facilities can hinder the community's access to timely and appropriate medical treatment. Ngabang is one of the areas in West Kalimantan Province that continues to experience growth. The presence of clinics in Ngabang City, which serves as the capital of Landak Regency, West Kalimantan, is essential to support the healthcare needs of the local population. According to data from the Central Bureau of Statistics, there are three (3) polyclinics in the Ngabang District.

Harapan Kasih Primary Clinic is one of the main healthcare facilities frequently visited by residents of Ngabang District. Located in Ngabang, this clinic plays a significant role in delivering medical services to the community of Landak Regency, particularly in the Ngabang area. It functions not only as a place for treatment but also as a health service center that gives special attention to various aspects of the local population's medical needs. Harapan Kasih Primary Clinic offers a range of medical services, including both general check-ups and specialized care. Harapan Kasih Primary Clinic provides a wide range of services, from general practitioners to laboratory examinations. The healthcare service fees at this clinic may vary depending on the type of service provided and the severity of the cases being treated.

The number of patients at Harapan Kasih Primary Clinic declined by 0.57% in 2023. In addition, the decrease in patient visits also affected the clinic's revenue, which experienced a 13% drop in the same year. When patients perceive the services as unsatisfactory whether in terms of medical professionalism, quality of care, or excessively long waiting time they may choose to seek alternatives elsewhere. Poor service, whether medical or non-medical, can lead patients to shift to other clinics or larger hospitals that offer higher service quality. Patients who are satisfied with the healthcare services they receive are more likely to return to the same clinic when seeking future treatment. Conversely, if patients feel dissatisfied whether due to the quality of medical services, the attitude of medical staff, or the clinic's facilities they are more likely to seek alternative providers, such as clinics or hospitals that offer better services. Service quality is defined as the actions or efforts of an individual or organization aimed at providing satisfaction to customers or employees (Kasmir, 2017).

Based on the results of a preliminary interview, several patient complaints were identified at Harapan Kasih Primary Clinic. These include the limited availability of diagnostic facilities, insufficient parking space, unclear patient registration procedures, and relatively long waiting times before consultation. From the aforementioned complaints, the researcher recognizes that patient satisfaction is closely linked to the level of trust they place in the clinic. Satisfied patients tend to

believe that the clinic is capable of meeting their healthcare needs effectively. Conversely, dissatisfaction resulting from poor service such as a lack of medical attention or unclear information can diminish patient trust in the clinic. Without this trust, patients may be more inclined to seek healthcare services elsewhere, which in turn can lead to a decline in the clinic's revenue. The relationship between service quality and patient satisfaction is one of the most critical factors in determining the success of a clinic or healthcare facility. High-quality service directly influences patient satisfaction, which in turn contributes to patient loyalty, the clinic's reputation, and an increase in the number of patients. Conversely, poor service quality can reduce patient satisfaction, prompting them to seek alternative providers and potentially damaging the clinic's image.

According to a study conducted by Najib et al. (2022) entitled 'The Influence of Healthcare Service Quality on Outpatient Satisfaction at Saptosari Regional Public Hospital, Gunungkidul, Yogyakarta', the results showed that service quality has an impact on patient satisfaction. According to a study conducted by Samsuddin et al. (2018) entitled 'Community Satisfaction with Blood Donation Services at the Indonesian Red Cross (PMI), Pontianak Branch', the results indicated that community satisfaction is influenced by the quality of services provided.

2. RESEARCH METHOD

This study is an associative research method. Associative writing aims to identify the relationship between two or more variables (Siregar, 2017). The use of the associative method in this study is intended to provide an overview of the influence of service quality on patient satisfaction at Harapan Kasih Primary Clinic in Ngabang, Landak Regency. The data collection technique in this study used primary and secondary data. Primary data refers to data obtained directly by the researcher (Riyanto & Hatmawan, 2020). Secondary data refers to data obtained indirectly and sourced from parties who have previously collected the data (Riyanto & Hatmawan, 2020). The first technique used to collect primary data was through interviews. An interview is a data collection technique conducted through face-to-face interaction or a question-and-answer session between the data collector (enumerator) or researcher and the informant (Riyanto & Hatmawan, 2020). The author conducted a direct interview with the owner of Harapan Kasih Primary Clinic. The next technique employed was the use of questionnaires. A questionnaire is a data collection technique conducted by providing a set of questions or statements to respondents to be answered (Riyanto & Hatmawan, 2020). The author provided a list of statements that had to be completed by the respondents in relation to the issues being studied. The respondents in this study are members of the community who utilize the services of Harapan Kasih Primary Clinic. The variables in this study are service quality (X_1), and patient satisfaction (Y), for the measurement scale used in this study is a 1-5 Likert scale. The data analysis technique in this study uses instrument testing, classical assumption testing and hypothesis testing. In the instrument test, there is a validity test and a reliability test, in the classical assumption test, there is a normality test, in hypothesis testing there is a simple linear regression analysis test of simple linear regression equations in this study, namely $Y = \alpha + bX1 + e$, corellation coefficient analysis, then Simultaneous Test (F), data analysis in this study using IBM SPSS 23.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1. Validity Test

After collecting questionnaires from respondents, the validity of the obtained data was then tested. Validity shows the degree of accuracy and precision of a measuring tool in performing its measuring function. The results of the validity test for the Motivation statement can be seen in **Table 1**.

Table 1. Validity Test Results

Variable	Indicators	r count	r table	Description
Service Quality (X)	X.1	0,257	0,196	Valid
	X.2	0,237		
	X.3	0,277		
	X.4	0,204		
	X.5	0,269		
	X.6	0,247		
	X.7	0,483		
	X.8	0,477		
	X.9	0,335		
	X.10	0,432		
	X.11	0,344		
Patient Satisfaction (Y)	Y1	0,255	0,196	Valid
	Y2	0,229		

Y3	0,311
Y4	0,332
Y5	0,380
Y6	0,257
Y7	0,316
Y8	0,493
Y9	0,403

Source: Processed Data, 2025.

Based on Table 1, the validity test on the variable shows that all statement items are valid because r count ≥ r table.

3.1.2. Reliability Test

The reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied upon for further use. The reliability test results in this study use the Cronbach's Alpha technique. The reliability test results can be seen in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Quality (X)	.671	Reliable
Patient Satisfaction (Y)	.712	Reliable

Source: Processed Data, 2025.

Based on Table 2, it shows that Cronbach's Alpha variable > reliability coefficient 0.6. So it can be concluded that all items of statements on the questionnaire in all variables are reliable.

3.2 Clasic Assumption Test

3.2.1. *Normality Test*

This Normality Test aims to determine the distribution of data in the variables that will be used in the study. Data normality can be seen by using the Kolmogorov-Sminov normality test. The results of the Normality test calculation can be seen in **Table 3.**

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.094
Asympt. Sig (2-tailed)	.624

Source: Processed Data, 2025.

Based on the Table 3, shows that the value of Asymp. Sig (2-tailed) 0.200 > 0.05, meaning that the residual value is normally distributed.

3.3 Hypothesis Test

3.3.1. Simple Linear Regresion Analysis

Simple linear regression analysis was conducted on 100 respondents to determine the effect of the independent variable on

the dependent variable. The results of the simple linear regression analysis are shown in **Table 4.**

Table 4. Simple Linear Regression Analysis Results

Research Variable	Coefficient	T Statistic	Significance Value
(Constant)	3,132	6.753	.000
Service Quality	.406	3.093	.002
Dependent Variable: Patient Satisfaction			

Source: Processed Data, 2025.

Based on the Table 4, the simple linear regression equation is as follows:

$$Y = 3{,}132 + 0{,}406X$$

Based on the simple linear regression equation, it can be explained as follows:

a. The regression equation model shows a constant α = 3.132, which means that if the service quality has a value of 0, the patient's satisfaction will be 3.132.

b. The regression coefficient value b = 0.406 indicates that if the service quality increases by 1 unit, the patient satisfaction will increase by 0.406.

3.3.2. Correlation Coefficient Analysis (R)

Correlation analysis is carried out in order to test associative hypotheses, namely the relationship between variables in the population through data on the relationship of variables in the sample. The results of the correlation coefficient test calculation can be seen in Table 5.

Table 5. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	.543[b]	.699	.070	3.249
Predictors: (Constant), Service Quality				
Dependent Variable: Patient Satisfaction				

Source: Processed Data, 2025

Based on Table 5, it can be seen that the obtained R (correlation) value is 0.543. Where this value is between 0.40 – 0.599, this means that between service quality (X) and patient satisfaction (Y) have a sufficient relationship.

3.3.3. Analysis of the Coefficient of Determination (R^2)

This test is to determine how much the contribution of variable X to variable Y. The test result of the Coefficient of Determination (the calculation can be seen in Table 5) states that the value of the Coefficient of Determination (or R square obtained is 0.699. This means that 69.9% (1 x 0.699 x 100%) of the influence on patient satisfaction is explained by service quality, while the remaining 31.1% is explained by other variables that are not included in the research variables.

3.3.4. Simultaneous Test (Uji F)

The simultaneous influence test is used to determine whether the independent variables together influence the dependent variable. The results of the simultaneous test (F test) can be seen in Table 6.

Table 6. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	150.473	180.977	9.567	.000
Residual	413.923	18.918		
Predictors: (Constant), Service Quality				
Dependent Variable: Patient Satisfaction				

Source: Processed Data, 2025

Based on the results of the F test in Table 6, it can be seen that the independent variable has a significant effect on the dependent variable. This can be seen from the F count value of 9.567 > F table 3.940 and the probability value Sig. of 0.000 < 0.05, meaning that the variables service quality simultaneously have an effect on patient satisfaction.

4. CONCLUSION

Based on the analysis and discussion, it can be concluded that the result of the study is a simple linear regression equation showing that the regression equation is Y = 3,132 + 0,406X service quality (X) on patient satisfaction (Y) have a significant relationship. The coefficient of determination (0.699) means that patient satisfaction is influenced by service quality by 69.9%, and the remaining 31.1% is explained by other variables not examined in this study. The service quality variables simultaneously have a significant effect on patient satisfaction . This can be seen from the F-count value > F-table, which is 9.567 > 3.940 and the probability. Sig. is 0.000 < 0.05.

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