

## Analysis of the Influence of Service Quality on General Patient Satisfaction and Loyalty at Lanto Dg Pasewang Hospital, Jeneponto Regency

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| ARTICLE INFO  | ABSTRACT  |
|---|---|
| <p><b>Keywords:</b> Quality of Service; Satisfaction; Loyalty; General Patients .</p> | <p>Based on an initial survey conducted by researchers, the number of general patient visits from the first semester of 2023 illustrates that general patient visits are experiencing a downward trend. most of the people who are domiciled in Jeneponto Regency still prefer to receive treatment and fulfill health services outside Jeneponto Regency compared to Lanto Dg. Pasewang Hospital. The purpose of this study is to analyze the influence of service quality on general patient satisfaction and loyalty at Lanto Dg. Pasewang Hospital, Jeneponto Regency. The type of research used is quantitative with a cross sectional study approach consisting of 72 samples with a sampling technique, namely simple random sampling. The results of the study found that there was an effect of responsiveness (<math>\rho=0.006</math>), assurance (<math>\rho=0.002</math>), tangible (<math>\rho=0.000</math>), and reliability (<math>\rho=0.004</math>) on patient satisfaction; there was no effect of empathy (<math>\rho=0.123</math>) on patient satisfaction; There was an effect of responsiveness (<math>\rho=0.004</math>), assurance (<math>\rho=0.022</math>), tangible (<math>\rho=0.003</math>) and reliability (<math>\rho=0.000</math>) on patient loyalty; There was no effect of empathy (<math>\rho=0.239</math>) on patient satisfaction. It is necessary to provide input in the suggestion box for every aspect of service quality that is still considered lacking so that it can be input material for Lanto Dg. Pasewang Hospital, Jeneponto Regency in increasing satisfaction and maintaining patient loyalty.</p> |

### INTRODUCTION

The World Health Organization (WHO) states that every country must improving health care systems primarily to increase effectiveness (better public health), efficiency (managed costs), equity (equal access to appropriate health services), and sustainability of the system.(Mahendradhata et al., 2021)

The level of public health of a country is influenced by the existence of health service facilities. Law Number 36 of 2009 concerning Health states that health service facilities are tools and/or places used to organize health service efforts, both promotive, preventive, curative, and rehabilitative carried out by the central government, regional governments, and/or the community (Amelia et al., 2022).

Health is an important thing and a priority for humans in living their lives so that they can live properly and productively. The importance of health makes people choose the best service for themselves and their families. The majority of people want health insurance that is in accordance with their social and economic strata. This encourages the government to produce programs that can improve health services as a whole. (Ardinata, 2020)

Services are activities or series of invisible things that come from interactions between customers and staff or other things offered by the business that provides the service. Services are invisible products that require human effort and equipment with the task of solving client or customer problems (Rofiah, 2019). Health services in an organization will strive to uphold and improve welfare, prevent and treat disease, and restore the health of people, families, and/or communities. Health services include four main service components, namely preventive, promotive, curative, and representative. (Purnomo et al., 2023)

Optimal public health can reflect maximum health services. One of the health services that has a very important role in providing health services to the community is a hospital. A hospital is a health service institution that provides comprehensive individual health services that provide outpatient, inpatient, and emergency services (Siyen et al., 2020). Basically, hospitals function to meet the needs and demands of patients who expect their health problems and minimize complaints from patients regarding the services provided by the hospital. Indicators of good or bad quality of health services will affect patient satisfaction and loyalty to health services (Khadijah, 2019).

The current demands of society are that hospitals must be able to provide *one-stop services*, meaning that

all health care needs related to patients must be served by the hospital quickly, accurately, with quality and affordably, which in the end can provide satisfaction in the results of treatment according to the disease suffered. Hospitals with good quality are very dependent on existing resources, such as services from doctors, nurses, staff/employees and available facilities and infrastructure, including environmental safety, so that it is expected to be able to create a sense of loyalty to a company (Bahri & Patimah, 2023).

Hospitals are one of the companies that are required to be able to win the competition. For that, providing quality health services for patients. Quality health services are an issue to win the competition for hospitals. Good service quality will certainly create user satisfaction with the service. Good service quality will ultimately provide several benefits, including the establishment of a harmonious relationship between providers of goods and services and patients providing a good foundation for the creation of customer loyalty that is beneficial for service providers (Bahri & Patimah, 2023).

The quality of health services itself consists of five main dimensions, including responsiveness, namely the willingness and readiness of health workers to help patients to get services quickly, respond to patient requests and inform when services will be provided. Reliability, namely the consistency of service performance, able to provide reliable services according to promises and times that have been agreed upon. Assurance, namely the behavior of health workers who are able to provide trust and a sense of security for their customers. Empathy, namely the ability of health workers to understand patient complaints, provide individual attention, provide opportunities to ask questions and punctuality so that patients do not wait too long to get services. Physical evidence, namely the real state of the surrounding environment and seen from the services of health workers including the appearance of officers, equipment and facilities used (Nurul Amalina et al., 2021).

If a patient makes a repeat visit to the hospital because they are satisfied with the health services they receive, then this is patient loyalty. Patient loyalty is very important for the hospital and must be maintained by the hospital. Patient loyalty not only influences the increase in profit and the image of the hospital, but can also attract new customers. With patient loyalty, the hospital will retain old patients and reduce hospital marketing so that marketing costs will also be small, old patients will also attract new patients.

Previous research by (Giovaningrum & Firdaus, 2022) found that service quality has an influence on patient satisfaction and loyalty. Also research conducted by (Gurning, 2020) which obtained the results that there is a relationship between service quality and patient loyalty. And research conducted by (Wardaningsih & Darwis, 2022) which shows that there is a relationship between satisfaction and patient loyalty. This indicates that patient satisfaction and loyalty are closely related to the quality of health services in health institutions such as hospitals.

Patients are customers of health services, but patients in this case are only one type of customer. Patients have the right to choose a doctor and class of care according to their wishes and are obliged to follow all instructions or advice from the doctor to speed up the healing process based on the rules and regulations in force in the hospital. Patients consist of several types, one of which is general patients. General patients are patients who seek treatment by paying for all medical and care costs themselves in accordance with applicable provisions. All costs for general patients who receive outpatient or inpatient treatment are charged directly to the patient according to the provisions in force in the hospital (Noviana et al., 2020). Basically, general patients are free to choose a hospital when they want to plan and undergo treatment. General patients are free in the sense that they will not receive pressure or intervention like BPJS patients whose treatment is based on tiered referrals and have limitations on the selection of the type of medical services they wish to receive.

Lanto Daeng Pasewang General Hospital is a hospital located in Jeneponto Regency and was established in 1990. Lanto Dg. Pasewang Regional General Hospital is one of the health service facilities that currently has Type B status. The vision of Lanto Dg. Pasewang General Hospital is to become a smart hospital that is competitive, advanced, religious and sustainable. Based on the report from Lanto Dg Pasewang Regional Hospital, Jeneponto Regency, the bed utilization rate (BOR) in the Jeneponto Regency hospital in 2019 was 76%, in 2020 it was 50%, in 2021 it was 28% and in 2022 it was 61%, while the community satisfaction index value in 2022 was 76.58% and in 2023 it was 86.9%.

Based on an initial survey conducted by researchers, the number of general patient visits from the first semester of 2023 was 4469 general patient visits, the second semester 3850 general patient visits until the beginning of the semester of 2024 as many as 3073 general patient visits, this condition illustrates that general patient visits are experiencing a downward trend.

Based on information to the Head of Development and Control Division (KABID) of Jeneponto Regional Hospital, it was stated that Lanto Dg. Pasewang Regional Hospital continues to strive to improve services and quality in serving the community who want treatment. Its consistency produces positive results. This increases the level of public satisfaction and loyalty to the services of Jeneponto Regional Hospital. This is measured by the results of the Satisfaction Index (IKM) which shows a positive upward trend compared to 2022. In fact, the predicate of the Jeneponto Regional Hospital's IKM in the first quarter of 2023 was good, but entering 2024, it was found that the majority of people domiciled in Jeneponto Regency still prefer to seek treatment and fulfill health services outside Jeneponto Regency compared to Lanto Dg. Pasewang Regional Hospital.

Based on initial observations that have been conducted at Lanto DG Pasewang Regional Hospital, Jeneponto Regency, several complaints were obtained regarding the quality of service experienced, such as the

lack of attention and response from several health workers in providing relatively long services. In addition, patients also felt that there was a mismatch in facilities such as inadequate hospital facilities and infrastructure, less comfortable and sometimes not kept clean. This could be the reason for changes in the number of patient visits that lead to loyalty. Based on the phenomenon found at Lanto Dg. Pasewang Regional Hospital, where there are still several complaints about the quality of health services that affect patient satisfaction and loyalty, the researcher is interested in examining the effect of service quality on satisfaction and loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency. By increasing the satisfaction of general patients of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency, it can be done through the application of aspects and dimensions of the quality of health services in the aspects of responsiveness, assurance, and reliability, especially in the aspect of physical evidence/ *tangible* where the quality of service that greatly influences patient satisfaction is physical evidence/ *tangible*, which is 6 times compared to other service qualities. Maintaining patient loyalty can be done by also maintaining the quality of service at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency through responsiveness, assurance, and tangible aspects, especially in *the reliability aspect* where the service quality that greatly influences patient loyalty is the reliability service quality, which is 8 times compared to the service quality in other aspects.

Several studies have explored the relationship between service quality, patient satisfaction, and loyalty in the healthcare sector. (Giovaningrum & Firdaus, 2022) examined the effect of service quality on outpatient satisfaction and loyalty at Arifin Achmad Regional Hospital, Riau Province, and found a significant positive relationship between service quality dimensions and patient satisfaction. Similarly, (Gurning, 2020) found a direct correlation between service quality and patient loyalty, emphasizing the importance of responsiveness and reliability in maintaining patient retention. Another study by (Wardanengsih & Darwis, 2022) further highlighted that patient satisfaction serves as a mediator between service quality and patient loyalty, indicating that hospitals should prioritize improving service quality to enhance patient loyalty. However, while these studies confirm the importance of service quality in influencing satisfaction and loyalty, there remains a gap in understanding the impact of specific service quality dimensions, particularly in regional hospitals such as Lanto Dg. Pasewang Hospital.

Although numerous studies have confirmed the significant influence of service quality on patient satisfaction and loyalty, there is limited research focusing on the individual dimensions of service quality within the context of regional hospitals. Specifically, studies often generalize the impact of service quality without analyzing the varying effects of elements such as responsiveness, assurance, tangible evidence, reliability, and empathy on patient satisfaction and loyalty. In the case of Lanto Dg. Pasewang Hospital, existing research does not comprehensively address how these specific factors influence general patient perceptions and loyalty trends, especially amid the observed decline in patient visits. This gap calls for a deeper investigation into how targeted improvements in service quality dimensions can enhance patient satisfaction and loyalty at regional hospitals.

This study offers a novel contribution by focusing on the direct and indirect effects of individual service quality dimensions—responsiveness, assurance, tangible evidence, reliability, and empathy—on general patient satisfaction and loyalty at Lanto Dg. Pasewang Hospital. Unlike previous studies that treat service quality as a homogeneous construct, this research dissects each component's specific influence, providing a more nuanced understanding of which factors most significantly affect patient outcomes. By identifying the most impactful elements of service quality, this study provides actionable insights for hospital administrators to implement targeted strategies that can effectively improve patient satisfaction and loyalty.

The primary purpose of this study is to analyze the influence of service quality on general patient satisfaction and loyalty at Lanto Dg. Pasewang Hospital, Jeneponto Regency. This research aims to identify the most influential service quality dimensions that contribute to patient satisfaction and foster loyalty, offering evidence-based recommendations for service improvements. The study's findings will benefit hospital administrators by highlighting critical areas requiring attention, thereby supporting the development of more efficient and patient-centered healthcare services. Additionally, the insights gained can inform policy decisions, improve patient retention rates, and ultimately enhance the reputation and operational success of the hospital. For future research, this study provides a foundation for further exploration into service quality dynamics in regional healthcare settings.

## METHOD

This type of research is observational with a *cross-sectional study design*. The population of this study was 3,073 patients receiving health services at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency from January to May 2024 and a sample of 72 patients selected by *simple random sampling*. The collected data were analyzed using multiple linear regression tests.

## RESULTS AND DISCUSSION

Respondent characteristics are part of the unique traits inherent in the respondent, which includes age group, gender, last education and occupation.

**Table 1 Frequency Distribution of Respondents Based on Characteristics at Lanto Dg Pasewang Regional Hospital, Jeneponto Regency**

| Type Sex | n  | %     |
|----------|----|-------|
| Man      | 27 | 37.5  |
| Woman    | 45 | 62.5  |
| Total    | 72 | 100.0 |

  

| Age           | n  | %     |
|---------------|----|-------|
| < 18 years    | 6  | 37.5  |
| 18 – 25 years | 16 | 62.5  |
| 26 – 35 years | 28 | 38.9  |
| 36 – 45 years | 12 | 16.7  |
| 46 – 55 years | 7  | 9.7   |
| > 56 years    | 3  | 4.2   |
| Total         | 72 | 100.0 |

| Civil Status | n  | %     |
|--------------|----|-------|
| Marry        | 48 | 66.7  |
| Single       | 24 | 33.3  |
| Total        | 72 | 100.0 |

  

| Work                   | n  | %     |
|------------------------|----|-------|
| Students               | 6  | 8.3   |
| vil Servants/TNI/POLRI | 6  | 8.3   |
| Employee Private       | 4  | 5.6   |
| Self-employed          | 16 | 22.2  |
| Farmer                 | 16 | 22.2  |
| Other                  | 24 | 33.3  |
| Total                  | 72 | 100.0 |

Source: Primary Data 2024

Based on Table 1, it is known that the number of respondents at Lanto Dg Pasewang Regional Hospital, Jeneponto Regency is female with a total of 45 (62.5%) respondents, while male is 27 (37.5%) respondents. Based on age, most respondents are aged 26-35 years, namely 28 (38.9%) respondents and the fewest are those over 56 years old with a total of only 3 (4.2%) respondents. Based on civil status, generally respondents at Lanto Dg Pasewang Regional Hospital, Jeneponto Regency are dominated by married patients with the largest number, namely 48 (66.7%) respondents and those who are not married are the fewest with a total of 24 (33.3%) patients. Based on occupation, the results showed that generally patients work as self-employed and farmers with a total of 16 (22.2%) each and the fewest are those who work as private employees with a total of only 4 (5.6%) respondents.

**a. The Influence of Service Quality on General Patient Satisfaction**

**Table 2 Results of the Test of the Influence of Responsiveness on General Patient Satisfaction at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency**

| Responsiveness | Satisfaction Patient |     |                |     | Total | pvalue |
|----------------|----------------------|-----|----------------|-----|-------|--------|
|                | Satisfied            |     | Less satisfied |     |       |        |
|                | n                    | %   | n              | %   |       |        |
| Good           | 5                    | 83. | 1              | 16. | 6     | 0.006  |
|                | 2                    | 9   | 0              | 1   | 2     |        |
| Not good       | 4                    | 40. | 6              | 60. | 10    |        |
| Total          | 5                    | 77. | 1              | 22. | 7     | 100.   |
|                | 6                    | 8   | 6              | 2   | 2     | 0      |

| Guarantee / Assurance | Satisfaction Patient |     |                |     | Total | pvalue |
|-----------------------|----------------------|-----|----------------|-----|-------|--------|
|                       | Satisfied            |     | Less satisfied |     |       |        |
|                       | n                    | %   | n              | %   |       |        |
| Good                  | 5                    | 83. | 1              | 16. | 6     | 0.002  |
|                       | 2                    | 9   | 0              | 1   | 2     |        |
| Not good              | 4                    | 40. | 6              | 60. | 10    |        |
| Total                 | 5                    | 77. | 1              | 22. | 7     | 100.   |
|                       | 6                    | 8   | 6              | 2   | 2     | 0      |

| Physical Evidence / Tangible | Satisfaction Patient |     |                |     | Total | pvalue |
|------------------------------|----------------------|-----|----------------|-----|-------|--------|
|                              | Satisfied            |     | Less satisfied |     |       |        |
|                              | n                    | %   | n              | %   |       |        |
| Good                         | 4                    | 93. | 3              | 7.0 | 7     | 0.000  |
|                              | 0                    | 0   | 0              | 0   | 0     |        |
| Not good                     | 1                    | 55. | 1              | 44. | 2     |        |
| Total                        | 5                    | 77. | 1              | 22. | 7     | 100.   |
|                              | 6                    | 8   | 6              | 2   | 2     | 0      |

| Attention / Empathy | Satisfaction Patient |     |                |     | Total | pvalue |
|---------------------|----------------------|-----|----------------|-----|-------|--------|
|                     | Satisfied            |     | Less satisfied |     |       |        |
|                     | n                    | %   | n              | %   |       |        |
| Good                | 4                    | 82. | 9              | 17. | 13    | 0.123  |
|                     | 3                    | 7   | 3              | 3   | 6     |        |
| Not good            | 1                    | 65. | 7              | 35. | 8     |        |
| Total               | 5                    | 77. | 1              | 22. | 7     | 100.   |
|                     | 6                    | 8   | 6              | 2   | 2     | 0      |

| Reliability | Satisfaction Patient |     |                |     | Total | pvalue |
|-------------|----------------------|-----|----------------|-----|-------|--------|
|             | Satisfied            |     | Less satisfied |     |       |        |
|             | n                    | %   | n              | %   |       |        |
| Good        | 4                    | 88. | 6              | 12. | 10    | 0.004  |
|             | 4                    | 0   | 0              | 0   | 4     |        |
| Not good    | 1                    | 54. | 1              | 45. | 2     |        |
| Total       | 5                    | 77. | 1              | 22. | 7     | 100.   |
|             | 6                    | 8   | 6              | 2   | 2     | 0      |

ce: Primary Data 2024

Based on table 2, there is an influence of *responsiveness* ( $\rho=0.006$ ), *assurance* ( $\rho=0.002$ ), *tangible* ( $\rho=0.000$ ), and *reliability* ( $\rho=0.004$ ) on patient satisfaction at Dg. Pasewang Regional Public Hospital, Jeneponto Regency; there is no influence of *empathy*.

( $\rho=0.123$ ) on patient satisfaction at Dg. Pasewang Regional Hospital, Jenepont Regency

**b. The Influence of Loyalty on General Patient Satisfaction**

**Table 3 Results of the Test of the Influence of *Responsiveness* on General Patient Loyalty at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency**

| Responsiveness | Loyalty Patient |            |            |            | Total    |             | pvalue |
|----------------|-----------------|------------|------------|------------|----------|-------------|--------|
|                | Loyal           |            | Less Loyal |            | n        | %           |        |
|                | n               | %          | n          | %          |          |             |        |
| Good           | 4               | 79.        | 1          | 21.        | 6        | 100.0       | 0.004  |
|                | 9               | 0          | 3          | 0          | 2        |             |        |
| Not good       | 3               | 30.        | 7          | 70.        | 1        | 100.0       |        |
| <b>Total</b>   | <b>5</b>        | <b>72.</b> | <b>2</b>   | <b>27.</b> | <b>7</b> | <b>100.</b> |        |
|                | 2               | 2          | 0          | 8          | 2        | 0           |        |

  

| Guarantee / Assurance | Loyalty Patient |            |            |            | Total    |             | pvalue |
|-----------------------|-----------------|------------|------------|------------|----------|-------------|--------|
|                       | Loyal           |            | Less Loyal |            | n        | %           |        |
|                       | n               | %          | n          | %          |          |             |        |
| Good                  | 4               | 80.        | 1          | 19.        | 5        | 100.0       | 0.022  |
|                       | 1               | 4          | 0          | 6          | 1        |             |        |
| Not good              | 1               | 52.        | 1          | 47.        | 2        | 100.0       |        |
| <b>Total</b>          | <b>5</b>        | <b>72.</b> | <b>2</b>   | <b>27.</b> | <b>7</b> | <b>100.</b> |        |
|                       | 2               | 2          | 0          | 8          | 2        | 0           |        |

  

| Physical Evidence / Tangible | Loyalty Patient |            |            |            | Total    |             | pvalue |
|------------------------------|-----------------|------------|------------|------------|----------|-------------|--------|
|                              | Loyal           |            | Less Loyal |            | n        | %           |        |
|                              | n               | %          | n          | %          |          |             |        |
| Good                         | 3               | 86.        | 6          | 14.        | 4        | 100.0       | 0.003  |
|                              | 7               | 0          | 0          | 3          |          |             |        |
| Not good                     | 1               | 51.        | 1          | 48.        | 2        | 100.0       |        |
| <b>Total</b>                 | <b>5</b>        | <b>72.</b> | <b>2</b>   | <b>27.</b> | <b>7</b> | <b>100.</b> |        |
|                              | 2               | 2          | 0          | 8          | 2        | 0           |        |

  

| Attention / Empathy | Loyalty Patient |            |            |            | Total    |             | pvalue |
|---------------------|-----------------|------------|------------|------------|----------|-------------|--------|
|                     | Loyal           |            | Less Loyal |            | n        | %           |        |
|                     | n               | %          | n          | %          |          |             |        |
| Good                | 4               | 76.        | 1          | 23.        | 5        | 100.0       | 0.239  |
|                     | 0               | 9          | 2          | 1          | 2        |             |        |
| Not good            | 1               | 60.        | 8          | 40.        | 2        | 100.0       |        |
| <b>Total</b>        | <b>5</b>        | <b>72.</b> | <b>2</b>   | <b>27.</b> | <b>7</b> | <b>100.</b> |        |
|                     | 2               | 2          | 0          | 8          | 2        | 0           |        |

  

| Reliability  | Loyalty Patient |            |            |            | Total    |             | pvalue |
|--------------|-----------------|------------|------------|------------|----------|-------------|--------|
|              | Loyal           |            | Less Loyal |            | n        | %           |        |
|              | n               | %          | n          | %          |          |             |        |
| Good         | 4               | 88.        | 6          | 12.        | 5        | 100.0       | 0.000  |
|              | 4               | 0          | 0          | 0          |          |             |        |
| Not good     | 8               | 36.        | 1          | 63.        | 2        | 100.0       |        |
| <b>Total</b> | <b>5</b>        | <b>72.</b> | <b>2</b>   | <b>27.</b> | <b>7</b> | <b>100.</b> |        |
|              | 2               | 2          | 0          | 8          | 2        | 0           |        |

ce: Primary Data 2024

Based on table 3, there is an influence of *responsiveness* ( $\rho = 0.004$ ), *assurance* ( $\rho = 0.022$ ), *tangible* ( $\rho = 0.003$ ) and *reliability* ( $\rho = 0.000$ ) on patient loyalty; there is no influence of *empathy* ( $\rho = 0.239$ ) on patient satisfaction ( $\rho = 0.123$ ) on patient satisfaction at Dg. Pasewang Regional Public Hospital, Jeneponto Regency .

**c. Results of Logistic Regression Test Analysis**

**Table 3 Results of the Test of the Influence of *Responsiveness* on General Patient Loyalty at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency**

| Satisfaction Patient  | Sig.  | Exp(B) | 95% CI for EXP(B) |        |
|-----------------------|-------|--------|-------------------|--------|
|                       |       |        | Lower             | Upper  |
| <i>Responsiveness</i> | 0.109 | 5,523  | 0.682             | 44,703 |
| <i>Assurance</i>      | 0.065 | 4,137  | 0.916             | 18,680 |
| <i>Tangible</i>       | 0.019 | 6,683  | 1,364             | 32,758 |
| <i>Empathy</i>        | 0.069 | 4,938  | 0.883             | 27,613 |
| <i>Reliability</i>    | 0.241 | 0.241  | 0.532             | 32,742 |
| Constant              | 0.000 | 0.016  |                   |        |

  

| Loyalty Patient       | Sig.  | Exp(B) | 95% CI for EXP(B) |        |
|-----------------------|-------|--------|-------------------|--------|
|                       |       |        | Lower             | Upper  |
| <i>Responsiveness</i> | 0.209 | 3,471  | 1,964             | 24,206 |
| <i>Assurance</i>      | 0.399 | 0.399  | 0.446             | 7,623  |
| <i>Tangible</i>       | 0.069 | 3,659  | 0.906             | 14,774 |
| <i>Empathy</i>        | 0.136 | 3,176  | 0.694             | 14,530 |
| <i>Reliability</i>    | 0.004 | 8,019  | 1,964             | 32,742 |
| Constant              | 0,000 | 0.042  |                   |        |

ce: Primary Data 2024

Based on the 3 above on the results of multivariate analysis through logistic regression test obtained from the odds ratio value where SPSS issues in the Exp(B) column in the variable in the equation table above with the conclusion that the variable that greatly influences patient satisfaction is the quality of tangible evidence service which is 6 times compared to other variables. The variable that greatly influences patient loyalty is the quality of reliability service which is 8 times compared to other variables .

**The Influence of Service Quality on General Patient Satisfaction at Lanto Dg Pasewang Regional Hospital, Jeneponto Regency.**

Testing The first hypothesis shows the results of the significance test of the influence on the *responsiveness variable*/ responsiveness produces a significance of 0.006. The significance level of 0.006 is smaller than 0.05, so it can be seen that the hypothesis stating that responsiveness/responsiveness has an effect on general patient satisfaction at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

*Responsiveness* in this study is related to the responsiveness of health workers at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency in providing fast or responsive services to general patients and accompanied by a clear and easy-to-understand delivery method.

Based on the research results obtained, research with the same topic has also been conducted by (Imran et al., 2021) entitled *The Impact of Service Quality on Puskesmas Patient Satisfaction* but the results obtained are different. The type of research in this study is quantitative research with an associative method. The population in this study were all visitors who came to the Puskesmas. Sampling was carried out using a purposive sampling technique with a total of 100 samples. The data collection technique used in this study was a questionnaire with a Likert scale. The analysis technique used was the multiple regression analysis method using SPSS, the results of this study showed that the dimension of responsiveness human resource service quality *had* a significant influence on patient satisfaction.

The second hypothesis test shows the results of the significance test of the influence on the *assurance variable* / guarantee produces a significance of 0.002. The level of significance of 0.002 is smaller than 0.05, so it can be seen that the hypothesis stating that assurance / guarantee has an effect on the satisfaction of general patients of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

*Assurance* in this study relates to the assurance and certainty obtained from the attitude of officers or employees, good communication, knowledge possessed, so as to be able to foster a sense of trust in general patients of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency. *Assurance* is the ability of health workers to foster a sense of trust in patients, such as extensive knowledge and friendliness that health workers must have (Muchlis, 2021).

The results of the study obtained in this study are in line with the research that has been conducted by (Utami et al., 2013) entitled *The Influence of Service Quality on Patient Satisfaction (Case Study of Outpatients in the Emergency Unit of the Bhayangkara Hospital, Education Center, Brigade Mobile Watukosek)*. The sample used in the study was 100 respondents, the sampling method used *purposive sampling* and *accidental sampling*. Data collection in the study used a questionnaire, the data analysis method used was quantitative analysis using validity and reliability tests, F tests, determination coefficients, t tests and multiple linear regression analysis. Based on the results of the study, it shows that the quality of service consisting of the *Assurance variable* (simultaneously/together has a significant effect on patient satisfaction.

The third hypothesis test shows the results of the significance test of the influence on the tangible/physical evidence variable resulting in a significance of 0.000. The significance level of 0.000 is smaller than 0.05, so it can be seen that the hypothesis stating that tangible/physical evidence has an effect on the satisfaction of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

*Tangible/* physical evidence in this study is the ability of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency in showing its existence to patients. Such as the appearance of health workers in serving service users, the comfort of the place to provide services (comfort of the waiting room, availability of medical equipment and ease in the service process. This study is in line with the research conducted by (Giovaningrum & Firdaus, 2022) with the research title *The Influence of Service Quality on Satisfaction and Loyalty of Outpatients at Arifin Achmad Regional Hospital, Riau Province*. The study used a quantitative research method with a descriptive approach, carried out at Arifin Achmad Regional Hospital, Riau Province with a total of 67 respondents. The study was carried out using observation and questionnaire data collection techniques. Data analysis used univariate, bivariate and normality tests. The results of the study from the bivariate test p-value coefficient with a total value of 0.016, it can be said that service quality has an influence on satisfaction. Patients are satisfied with the quality of service provided by Arifin Achmad Regional Hospital, Riau Province.

The hypothesis testing to the place shows the results of the significance test of the influence on the empathy/attention variable produces a significance of 0.123. The significance level of 0.123 is greater than 0.05, so it can be seen that the hypothesis stating that empathy/attention has an effect on general patient satisfaction at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency cannot be accepted.

*Empathy* in this study is to provide sincere and personal attention to general patients of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency, this is done to find out the patient's desires and needs accurately and specifically.

This is in contrast to the research conducted by (Arinda, 2021) entitled *The Influence of Service Quality on Inpatient Satisfaction at Dr. GL General Hospital. Tobing Tanjung Morawa*. The type of research is quantitative research using an explanatory approach. The population in the study were people who had received inpatient services at Dr. GL General Hospital. Tobing Tanjung Morawa with a total of 94 respondents selected using the hypothesis test formula. Data analysis in the study used univariate analysis and bivariate analysis. The results of the study showed that the empathy variable had an effect on inpatient satisfaction at Dr. GL General Hospital. Tobing Tanjung Morawa with a percentage of inpatient satisfaction of respondents who were satisfied as many as 54 people (57.4%) and respondents who were dissatisfied as many as 40 people (42.6%). The p-value of the empathy dimension of service quality was 0.000 <0.05.

The fifth hypothesis test shows the results of the significance test of the influence on the reliability variable producing a significance of 0.004. The significance level of 0.004 is smaller than 0.05, so it can be seen that the

hypothesis stating that *reliability* has an effect on general patient satisfaction at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

*Reliability* in this study is the ability of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency to provide services according to the expectations of general patients related to the timeliness of service, the absence of errors in providing services or the sympathetic attitude of officers.

The results obtained in this study are in line with the research conducted by (Flaviana et al., 2023) entitled The Influence of Human Resource Service Quality on Patient Satisfaction at the Semula Jadi Health Center UPTD, Tanjung Balai City in 2021. The method used in the study was quantitative descriptive with a cross-sectional study design. Data collection in the study used a questionnaire with a Likert scale. The population in the study was 50 people and the sample was 45 people who were determined using the simple random sampling technique. Data analysis in the study was bivariate using the Chi-Square test where the results of the study found that there was a significant relationship between reliability and patient satisfaction with a P-value of  $0.000 < \alpha < 0.05$  at the Semula Health Center UPTD.

Patient satisfaction can be achieved by providing quality services to its customers. Good service is always assessed by patients directly from health workers as people who serve, therefore efforts are needed to improve the quality of services provided in order to meet the desires and increase patient satisfaction. Patient satisfaction is the result felt from the performance of health workers in hospitals that meet their expectations. (Herudiansyah et al., 2023)

### **The Influence of Service Quality on General Patient Satisfaction at Lanto Dg Pasewang Regional Hospital, Jeneponto Regency.**

test in this study shows the results of the significance test of the influence on the responsiveness variable *resulting* in a significance of 0.004. The significance level of 0.004 is smaller than 0.05, so it can be seen that the hypothesis stating that responsiveness has an effect on the loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

Responsiveness can mean *the* response or alertness of health workers in helping general patients of Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency and providing fast and responsive services, which include the alertness of health workers in serving patients, the speed of health workers in handling transactions, and handling. Another important element in this responsive element is that health workers are always ready to help patients.

The results of this study are in line with the research conducted by (Wati, 2018) with the research title The relationship between *reliability* and *responsiveness* with patient loyalty in the Inpatient Room. The results of the study indicate that the perception of *responsiveness* ( $p = 0.002$ ) has a significant correlation with patient loyalty, sufficient relationship strength and positive direction.

In measuring service quality, according to Kotler (2016) it must start from recognizing customer needs and end with customer perception. This means that the description of service quality must refer to the customer's view and not to the service provider, because customers consume and use services.

*assurance* variable producing a significance of 0.034. The significance level of 0.034 is smaller than 0.05, so it can be seen that the hypothesis stating that assurance has an effect on the loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

*Assurance* is the knowledge, ability, freedom and expertise required by officers to provide services with trust and confidence and free from danger, worry and doubt (Simanjourang et al., 2019).

The results of this study are in line with the research conducted by (Sari, 2023) entitled The Relationship between Health Service Quality and Non-Insurance Patient Loyalty at X Purwodadi Hospital. The results of the study showed that there was a relationship between guarantees ( $p = 0.000$ ) and non-insurance patient loyalty at X Purwodadi Hospital. Service quality provides a special impetus for hospitals to understand customer expectations which in turn can increase satisfaction and create customer loyalty. Consumer assessment of hospital service quality is an important thing as a reference in improving services so that patient satisfaction is created and loyalty is created which proves that consumers are always customers who have strength and positive attitudes towards the hospital (Amelia et al., 2022). *Assurance* includes knowledge, skills, politeness, and is able to grow patient trust. *Assurance* also means that it is free from danger, risk and doubt (Purwitasari et al., 2023).

The eighth hypothesis test in this study shows the results of the significance test of the influence on the physical/tangible evidence variable resulting in a significance of 0.003. The significance level of 0.003 is smaller than 0.05, so it can be seen that the hypothesis stating that physical/ *tangible evidence* has an effect on the loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

The definition of *tangible* in service quality is real evidence of service that can be seen from the appearance and capabilities of the facilities and infrastructure of the service provider. This relates to the physical appearance of service facilities, equipment/supplies, human resources, and communication materials (Tjiptono, 2022).

The results of this study are in line with the research conducted by (Amalia & Nursapriani, 2020) with the research title The Effect of Health Service Quality on Inpatient Loyalty at the H. Andi Sulthan Daeng Radja Bulukumba Regional General Hospital in 2020. Based on the results of the *Chi-square test* in the study, it was

obtained that the P value = 0.001 showed  $p < 0.05$ . These results indicate that there is an influence between Certainty on Patient Loyalty at the H. Andi Sulthan Daeng Radja Bulukumba Regional General Hospital.

The ninth hypothesis test in this study shows the results of the significance test of the influence on the attention/ *empathy variable* resulting in a significance of 0.253. The significance level of 0.253 is greater than 0.05, so it can be seen that the hypothesis stating that attention/ *empathy* has an effect on the loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency cannot be accepted.

Loyalty is a customer's commitment to consistently re-subscribe or re-purchase selected services in the future, even though the situation and marketing efforts have the potential to shape behavior. (Akbar & Parvez, 2009) state that service quality, trust and customer satisfaction are factors that shape customer loyalty.

The results of the study are in line with Witri Zuama Qomarania & Rosana Dwiyantri Putri 2019 with the title The Influence of Quality Dimensions on Patient Loyalty in the Outpatient Unit of Patria IKKT Hospital. The research conducted was a quantitative study with a *cross-sectional design*. The population in the study were old patients of the outpatient unit of Patria IKKT Hospital with a sample of 106 respondents taken by purposive sampling. Data were taken using a questionnaire. The results of *multivariate analysis* using multiple linear regression obtained that the *empathy dimension* had a significant relationship ( $p$ -value 0.000) to patient loyalty at Patria IKKT Hospital.

The tenth hypothesis test in this study shows the results of the significance test of the influence on the reliability variable *producing* a significance of 0.000. The significance level of 0.000 is smaller than 0.05, so it can be seen that the hypothesis stating that reliability has an effect on the loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency can be accepted.

The results of this study are in line with research conducted by (Purwitasari et al., 2023) using a quantitative research method with a *cross-sectional approach*. The population in this study were chemotherapy inpatients at Ken Saras Hospital Ungaran from February to March 2023 with the number of patients treated recorded as 135 patients. Sampling using the propositional sampling technique. The results of the study found that the *reliability variable* had a positive relationship with the value ( $r = 0.460, p < 0.000$ ).

## CONCLUSION

Based on the results of the study and discussion, it was concluded that service quality has an effect on the satisfaction and loyalty of general patients at Lanto Dg. Pasewang Regional Hospital, Jeneponto Regency. There is a significant influence between service quality including responsiveness ( $\rho = 0.006 < 0.05$ ), assurance ( $\rho = 0.002 < 0.05$ ), tangible evidence ( $\rho = 0.000 < 0.05$ ), and reliability ( $\rho = 0.004 < 0.05$ ) on general patient satisfaction, while empathy does not have a significant effect on patient satisfaction ( $\rho = 0.123 > 0.05$ ). In addition, service quality also affects general patient loyalty, where responsiveness ( $\rho = 0.004 < 0.05$ ), assurance ( $\rho = 0.022 < 0.05$ ), tangible evidence ( $\rho = 0.003 < 0.05$ ), and reliability ( $\rho = 0.000 < 0.05$ ) show a significant effect on patient loyalty, while empathy does not have a significant effect on patient loyalty ( $\rho = 0.239 > 0.05$ ). Thus, certain aspects of service quality can increase patient satisfaction and loyalty, while empathy does not have a significant effect in this context.

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