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.

The Influence of Service Quality on Patient Satisfaction at Bunda Dalima General Hospital in Bumi Serpong Damai, South Tangerang

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ABSTRACT

This study examines the influence of service quality on patient satisfaction at Bunda Dalima General Hospital, Bumi Serpong Damai, South Tangerang. The hospital's services have been perceived as suboptimal, with patients reporting discomfort, underutilized facilities, and slow responsiveness to feedback and complaints. Using a quantitative, associative research design, the study involved a sample of 100 patients selected from a population of 60,842 using Slovin's formula with a 10% margin of error. Data analysis included validity and reliability tests, linear regression, correlation and determination coefficients, and t-tests. The results show that service quality (X) significantly affects patient satisfaction (Y), as reflected in the regression equation Y = 2.729 + 0.933X. The correlation coefficient (r = 0.950) indicates a strong relationship, while the coefficient of determination (R^2 = 0.903) suggests that 90.3% of patient satisfaction is explained by service quality. The t-test result (t_calculated = 31.563 > t_table = 1.661, p = 0.000) confirms a significant effect. Therefore, service quality has a strong, positive impact on patient satisfaction. The hospital is advised to enhance aspects of information delivery, staff responsiveness, patient comfort, and facility cleanliness to improve overall satisfaction.

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1. Introduction

He presence of hospitals—both public and private—is essential to the community. Consequently, hospitals are expected to provide optimal health services. As healthcare service providers, hospitals must compete to meet the public's growing expectations. In this era of globalization, such competition occurs not only nationally but also at the organizational level. To remain competitive, hospitals must continuously improve the quality and effectiveness of their services.

According to Law No. 8 of 1999 on Consumer Protection, healthcare services provided by hospitals fall under the scope of consumer rights. Additionally, Law No. 23 of 1992 on Health reinforces patients' legal rights. These legal frameworks impose obligations on hospitals and medical staff (including doctors and nurses) to fulfill patient rights and responsibilities. Failure to do so may result in complaints that require clarification, restitution, or compensation.

The quality of hospital services is reflected in how well those services meet patient needs.

Hospitals must position consumers at the center of their service model and strive to create satisfaction through consistent performance. As Sureshchandar (2002)as cited in Yunus Nek Kamal Yeop (2009:67) notes, unsatisfactory service can drive patients to seek alternatives. Therefore, service quality is considered the ultimate goal for healthcare providers. Another important factor influencing patient satisfaction is trust. When patients trust that healthcare providers will act responsibly and honestly, it leads to strong patient-provider relationships. In hospitals, this means that doctors, nurses, and support staff must understand how to serve patients and their families effectively and respectfully.

Bunda Dalima General Hospital was established in 2013 and is located in Bumi Serpong Damai, South Tangerang. Managed by PT. Bunda Dalima, this Type C hospital serves as a referral center for patients needing advanced care from local clinics. As public awareness of quality healthcare increases, the hospital aims to become a trusted choice for the community.

Kotler (2012:156) states, "Service quality must begin with customer needs and end with consumer perceptions." The following are service quality issues raised by patients at Bunda Dalima General Hospital, Bumi Serpong Damai, South Tangerang:

Table 1. Patient Complaints Table Bunda Dalima General Hospital

No	Type of Complaint	2021 (People)	2022 (People)	2023 (People)
1	Information/Service	127	135	144
2	Administrative Payment	89	75	92
3	Facilities and Infrastructure	82	93	95
4	SOP Non-compliance	77	85	91
5	Unprofessional Doctors	8	5	12
6	Comfort and Security	40	55	62
Total		423	448	496
Percentage Increase		-	6%	11%

Source: Bunda Dalima General Hospital (2021–2023)

However, several recurring issues have been identified. According to hospital records, patient complaints have increased steadily each year—from 423 in 2021 to 496 in 2023. Complaints center around unclear service information, slow administrative processes, underutilized facilities, and inadequate comfort and safety.

Based on the complaints above, it can be concluded that Bunda Dalima General Hospital still needs to improve in delivering service information—patients are not fully receiving it. Administrative payments are not yet maximized and tend to be slow. Facilities and infrastructure are not optimally utilized, and the comfort and safety experienced by patients are still lacking.

Below is the data on patient visits over the last three years:

Table 2. Patient Visit Data Bunda Dalima General Hospital – Bumi Serpong Damai

No	Year	Number of Visitors
1	2021	77,560 people
2	2022	70,120 people
3	2023	60,842 people

Source: Bunda Dalima General Hospital – BSD (2021–2023)

At the same time, patient visit numbers have declined—from 77,560 in 2021 to 60,842 in 2023—indicating possible dissatisfaction with the hospital's service quality. These trends suggest that service improvements are urgently needed. Given these circumstances, this study aims to examine the extent to which service quality influences patient satisfaction at Bunda Dalima General Hospital in

Bumi Serpong Damai, South Tangerang.

2. Literature Review

According to Lupiyoadi (2010:15), good health services are achieved when they are available, accessible, aligned with patient needs, goal-oriented, use appropriate resources, comply with professional standards, and provide safety and satisfaction to patients. Utama (2010:10) defines patient satisfaction as the level of contentment felt by patients or their families regarding the services received. This study examines the relationship between two variables:

1. X (Independent Variable): Service Quality
2. Y (Dependent Variable): Patient Satisfaction

Service Quality Indicators (Lupiyoadi, 2011:182):

1. Tangibles – The hospital's physical appearance and facilities.
2. Reliability – The hospital's ability to perform promised services dependably.
3. Responsiveness – Willingness to help patients and provide prompt service.
4. Assurance – The knowledge, courtesy, and ability of staff to build trust.
5. Empathy – Providing care and individual attention to patients.

Patient Satisfaction Indicators (Utama, 2010:15):

1. Doctor Performance – Professionalism, communication, and medical service quality.
2. Nurse Performance – Friendliness, responsiveness, and communication.
3. Facilities and Infrastructure – Room cleanliness, comfort, and medical equipment.
4. Administrative System – Efficiency of registration and payment processes.

A hypothesis is a temporary statement regarding a causal relationship between variables that needs to be tested. The hypotheses for this study are:

1. H_o (Null Hypothesis): It is presumed that there is no influence of service quality on patient satisfaction at Bunda Dalima General Hospital in Bumi Serpong Damai, South Tangerang.
2. H_a (Alternative Hypothesis): It is presumed that there is an influence of service quality on patient satisfaction at Bunda Dalima General Hospital in Bumi Serpong Damai, South Tangerang.

3. Method, Data, and Analysis

This study uses an associative research method. According to Sugiyono (2012:89), associative research is aimed at determining the relationship between two or more variables. This study employs a quantitative approach, which emphasizes meaning, reasoning, specific definitions, and particular contexts, especially those closely related to everyday life. According to Sugiyono (2016:7), quantitative research methods are based on positivism philosophy, used to examine specific populations or samples. Data collection involves research instruments, and data analysis is quantitative/statistical in nature with the goal of testing predetermined hypotheses. The population in this study includes all patients who have visited Bunda Dalima General Hospital, totaling 60,842 patients per year. The sampling technique used is proportional random sampling to obtain a representative sample. The sample size is calculated using the Slovin formula (Sugiyono, 2015:62), as follows:

$$n = \frac{N}{1 + (N.e^2)}$$

Where :

n = sample size

N = population

e = error tolerance (10%)

In determining the number of samples to be selected, the author uses an error rate of 10%, because in every study it is impossible for the results to be 100% perfect, by carrying out the following calculations:

$$n = \frac{N}{1 + (N.e^2)}$$

$$n = \frac{60.842}{1 + 60.842(0,1)^2}$$

$$n = \frac{60.842}{1 + 60.842(0,01)}$$

$$n = \frac{60.842}{609,43}$$

n = 99,83 responden (rounded to 100)

1. **Data Collection Techniques**

   To collect the necessary data and information at the research site, the following techniques were used:

   1) Observation
   2) Questionnaires
   3) Library Research

2. **Measurement Scales Used**

   a. Likert Scale
   b. Interval Scale

3. **Data Analysis Methods**

   a. Validity Test

   An item is considered valid if:

   r_calculated > r_table → item is valid

   r_calculated < r_table → item is invalid

   b. Reliability Test

   According to Ghozali (2010:59), a variable is said to be reliable if the Cronbach's Alpha (α) value is ≥ 0.60, meaning the results will be consistent even with repeated testing using different data or conditions.

   c. Simple Linear Regression Analysis

   According to Supardi (2013:156), regression analysis is used to understand how a dependent variable (criterion) can be predicted from an independent variable (predictor).

   d. Correlation Coefficient (r)

   Sugiyono (2010:185) states that correlation testing measures the strength of the relationship between independent (X) and dependent (Y) variables.

   e. Coefficient of Determination (R^2)

   According to Supardi (2013:188), this coefficient represents the proportion of variation in the dependent variable explained by the independent variable.

   f. Hypothesis Testing (t-test)

To strengthen the analysis and determine the influence between variables X and Y, a t-test is conducted using SPSS version 22.

4. Result and Discussion

The variables used in this study are the effect of service quality (X) and patient satisfaction (Y), in analyzing the authors use descriptive analysis and in accordance with the purpose of descriptive analysis, namely to provide an overview of the research results, how the characteristics of the subjects studied in relation to the variables studied, the following respondents' answers are as follows:

Table 3. Respondents' Ratings on Service Quality Variables (X)

No.	Statement	Answer					Total	Total Score	Average Score	Ket
		SP	P	KP	TP	STP				
		5	4	3	2	1				
Physical Evidence										
1	The location of Bunda Dalima General Hospital in Bumi Serpong Damai is strategic and easy to find.	25	46	26	3	0	100	393	3,93	B
2	The building atmosphere and parking facilities are adequate, spacious and comfortable.	20	48	29	3	0	100	385	3,85	B
∑	F	45	94	55	6	0	200	778	908	
	%	22,50%	47,00%	27,50%	3,00%	0,00%	100,00%			
Reliability										
3	Hospital employees are able to properly provide service procedures	14	50	33	3	0	100	375	3,75	B
4	The knowledge of employees of Bunda Dalima General Hospital is good	23	39	33	5	0	100	380	3,8	B
∑	F	37	89	66	8	0	200	755	933	
	%	18,50%	44,50%	33,00%	4,00%	0,00%	100,00%			
Responsiveness										
5	Information provided by the hospital is easy to understand	34	41	24	1	0	100	408	4,08	B
6	Bunda Dalima General Hospital provides solutions to consumer complaints	25	43	30	2	0	100	391	3,91	B
	F	59	84	54	3	0	200	799	7,99	

∑	%	29,50%	42,00%	27,00%	1,50%	0,00%	100,00%			
Guarantee										
7	The quality of services provided is in accordance with the wishes of the patient	26	51	22	1	0	100	402	4,02	B
8	Bunda Dalima General Hospital in Bumi Serpong Damaim provides comfort, responsibility and safety to patients.	25	38	27	4	6	100	372	3,72	B
∑	F	51	89	49	5	6	200	774	868	
	%	25,50%	44,50%	24,50%	2,50%	3,00%	100,00%			
Attention										
9	Hospital employees are polite in communicating with patients	26	43	28	3	0	100	392	3,92	B
10	Services provided by the hospital are friendly to patients	19	38	39	4	0	100	372	3,72	B
∑	F	45	81	67	7	0	200	764	7,64	
	%	22,50%	40,50%	33,50%	3,50%	0,00%	100,00%			
	Total	237	437	291	29	6	1000	3870	3,870	B
	Percentage	23,70%	43,70%	29,10%	2,90%	0,60%	100,00%			

Source: Primary data from processed questionnaires 2025

Based on table 4.5 above, the respondents' assessment of the statements on the product quality variable (X), who answered strongly agree, agree, disagree, disagree and strongly disagree amounted to (23.70% + 43.70% + 29.10% + 2.90% + 0.60%) = 100% with an average score of 3.87 including the vulnerable scale in table 4.4 is 3.40-4.19 with **good** criteria.

Table 4. Respondents' Assessment of the Patient Satisfaction Variable (Y)

No.	Statement	SP	P	KP	TP	STP	Total	Total Score	Average Score	Ket
		5	4	3	2	1				
Physician Performance										
1	The doctor understands the patient's complaint	25	46	25	4	0	100	392	3,92	B
2	The duty doctor is always there when the patient needs it	21	30	43	6	0	100	366	3,66	B
3	The doctor provides a solution to the patient's recovery	22	34	39	5	0	100	373	3,73	B
∑	**F**	68	110	107	15	0	300	1131	3,77	B
	%	**22,67%**	**36,67%**	**35,67%**	**5,00%**	**0,00%**	**100,00%**			

	Nurse Worker Performance									
4	Nurses provide satisfactory service	21	43	30	6	0	100	379	3,79	B
5	Nurses are available 24 hours	17	40	39	4	0	100	370	3,7	B
6	Nurses are polite and friendly to patients	31	41	22	6	0	100	397	3,97	B
∑	**F**	69	124	91	16	0	300	1146	3,82	B
	%	**23,00%**	**41,33%**	**30,33%**	**5,33%**	**0**	**100%**			
	Facilities and Infrastructure									
7	The food menu provided is healthy for consumption	17	60	13	10	0	100	384	3,84	B
8	The patient's bedroom is clean and fragrant	26	52	14	8	0	100	396	3,96	B
∑	**F**	43	112	27	18	0	200	780	3,90	B
	%	**21,50%**	**56,00%**	**13,50%**	**9,00%**	**0,00%**	**100,00%**			
	Administration System									
9	Payment to patients can be covered using BPJS	28	21	41	10	0	100	367	3,67	B
10	No queuing when making payments	20	44	30	6	0	100	378	3,78	B
∑	**F**	48	65	71	16	0	200	745	3,725	B
	%	24	32,5	35,5	8	0	100%			
NUMBER OF SCORES		**228**	**411**	**296**	**65**	**0**	**1000**	**3802**	3,802	B
Percentage		**22,80%**	**41,10%**	**29,60%**	**6,50%**	**0,00%**	**100,00%**			

Source: Primary data from processed questionnaires 2025

Based on table 1.4 above, the respondents' assessment of the statement on the patient satisfaction variable (Y), who answered Very satisfied, Satisfied, Less satisfied, Dissatisfied and Very dissatisfied amounted to (22.80% + 41.10% + 29.60% + 6.50% + 0.00%) = 100% with an average score of 3.80 included in the scale range in table 4.4 is 3.40-4.19 with **good** criteria.

1. Data Analysis Technique

The data analysis technique is intended to determine that the variable under study has a function as a means of proof. The significance level α = 0.05 or (5%), meaning that the test confidence level is 90%. Looking for the r table is df = n-2 so 100-2 = 98 with an error of 5% (0.05) is 0.196.

a. Validity Test

a) Quality of Service Quality (X)

Table 5. Service Quality Validity Test Results (X)

Variables	Statement	$r_{calculated}$	r_{table}	Description
Service Quality (X)	1	0,465	0,196	Valid
	2	0,525	0,196	Valid
	3	0,443	0,196	Valid
	4	0,520	0,196	Valid

	5	0,441	0,196	Valid
	6	0,471	0,196	Valid
	7	0,454	0,196	Valid
	8	0,697	0,196	Valid
	9	0,632	0,196	Valid
	10	0,501	0,196	Valid

Source: Data processed 2025

Based on the table above, all service quality variable question items are above r table 0.196 or ($r_{count} > r_{table}$) , so all items are declared valid. for that the questionnaire used is suitable for processing as research data.

b) Patient Satisfaction (Y)

Table 6. Patient Satisfaction Validity Test Results (Y)

Variables	Statement	$r_{calculated}$	r_{table}	Conclusion
Patient Satisfaction (Y)	1	0,428	0,196	Valid
	2	0,529	0,196	Valid
	3	0,655	0,196	Valid
	4	0,580	0,196	Valid
	5	0,507	0,196	Valid
	6	0,602	0,196	Valid
	7	0,540	0,196	Valid
	8	0,444	0,196	Valid
	9	0,430	0,196	Valid
	10	0,494	0,196	Valid

Source: Primary data processed 2023

From the table data above, the customer satisfaction variable (Y) obtained the calculated r value is above 0.196 or ($r_{count} > r_{table}$) , so all items are declared valid. For this reason, the questionnaire used is suitable for processing as research data.

b. Reliability Testing

The questionnaire test is declared reliable or reliable if the respondent's answer to the statement is consistent or stable over time. According to Ghazali (2010: 59) a variable is said to be reliable if it provides a ***Cronbachs alpha*** value ***(a)*** ≥ 0.60, that is, if the research is repeated with different times and variables, it will produce the same conclusion.

1) Service Quality Instrument Reliability Test (X)

The following table is the result of reliability testing for the Service Quality Variable (X) which is processed with the SPSS version 22 program.

Table 7. Reliability Testing Results Independent Variable (X)

Reliability Statistics

Cronbach's Alpha	N of Items
.699	10

Source: Primary Data in 2025, processed with SPSS Version 22

Based on the results above, the product quality variable with a reliability value of 0.699 is included in the reliable level.

2) Patient Satisfaction Reliability Test (Y)

To test the reliability of customer satisfaction, the authors used IBM SPSS version 22 *for windows software.*

Table 8. Cronbach's Alpha Value Patient Satisfaction (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.706	10

Source: Primary data in 2025 processed by SPSS version 22

Based on the table above, the patient satisfaction variable with a ***Cronbach's Alpha*** value of 0.706 is reliable, and it can be concluded that all statements ***are very stable and consistent***. This can be seen from the ***Cronbach's Alpha*** value which is much greater than the Reliable level> 0.60 (standard limit).

3) Simple Linear Regression Analysis

Simple linear regression analysis is based on the functional or causal relationship of one independent variable with one dependent variable. Before the regression test is carried out, the processed regression data results will first be presented using the SPSS version 22 program which can be seen in the following table:

Table 9. Simple linear regression data processing results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.729	1.196		2.281	.000
	X_KualitasPelayanan	.933	.030	.950	31.563	.000

a. Dependent Variable: Y_KepuasanPasien

Source: Primary Data in 2025, processed with SPSS Version 22

Based on the results of simple linear regression calculations in the table above, the regression equation can be obtained, namely:

Y = 2.729 + 0.933x. From this equation, service quality has a positive influence on patient satisfaction. This positive relationship can be seen in the value of b which is positive.

4) Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of relationship between variables. The results of data processing with the SPSS version 22 program are as follows:

Table 10. Analysis of the Effect of Service Quality on Patient Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.950[a]	.903	.902	.784	1.084

a. Predictors: (Constant), X_KualitasPelayanan

b. Dependent Variable: Y_KepuasanPasien

Source: Primary Data in 2025, processed with SPSS Version 22

Based on the calculation results in the table above, the correlation coefficient is 0.950, then this variable has a service quality relationship has a **strong** influence on patient satisfaction.

5) Coefficient of Determination (KD) Analysis

The coefficient of determination analysis is intended to determine the percentage of the relationship between variables. Determination can be calculated using the formula: KD = R 2x 100%. The following is the calculation of the coefficient of determination processed with the SPSS version 22 program, shown in the table below:

Table 11. Results of Data Processing Coefficient of Variable Determination Service Quality (X) to Patient Satisfaction (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.950[a]	.903	.902	.784	1.084

a. Predictors: (Constant), X_KualitasPelayanan

b. Dependent Variable: Y_KepuasanPasien

Source: Primary Data in 2025, processed with SPSS Version 22

Based on the results of calculations with the analysis of the coefficient of determination obtained of 0.903, it can be concluded that service quality (X) affects patient satisfaction (Y) by 90.3% while the remaining 9.7% is influenced by other factors.

6) Hypothesis Test (T Test)

In determining the value of t table, it is sought using the following formula:

t_{table} = tα.df (Taraf Alpha x Degree of Freedom)

α = 5 % real level, df = (n-2), then obtained (100-2) = 98

t_{table} = 1,661

Table 13. The results of the t test of the Service Quality Variable (X) on the patient satisfaction variable (Y)

Coefficients[a]

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.729	1.196		2.281	.000
X_KualitasPelayanan	.933	.030	.950	31.563	.000

a. Dependent Variable: Y_Customer Satisfaction

Source: Primary Data in 2025, processed with SPSS Version 22

Based on the calculations in the table above, the value of t ($t_{count} > t_{table}$)or (31.563> 1.661) is obtained, this is also reinforced by a significance value of 0.000 <0.05, so it can be said to be positive. This means that H 0is rejected and H ais accepted, meaning that there is a positive and significant influence between service quality on patient satisfaction.

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- 31,563 1,660 1,660 31,563

Source: Hypothesis Test processed data (2025)

5. Conclusion and Suggestion

Conclusion

Based on the results of the study, it shows that service quality has an effect on patient decisions with a value of Y = 2,729 + 0.933X. The better the quality of service, the more patient satisfaction will increase. Vice versa, low service quality will also decrease purchasing decisions. For a correlation coefficient of 0.950 then the variable has a relationship service quality has a strong influence on patient satisfaction, for determination 90.30% while the remaining 9.7% is influenced by other factors. From hypothesis testing using T count> T table or 31.563> 1.660. This is also reinforced by a probability of 0.000 <0.1. Thus Ho is rejected and Ha is accepted. This means that there is a simultaneous significant influence between service quality on patient satisfaction.

Suggestion

1. Service quality (X) Herus Hospital should further improve the quality of service, knowledge, information, and comfort and security, especially medical personnel and hospital employees so that they can be better at responding to patient responses quickly and providing good service to patients.
2. Patient Satisfaction (Y) Bunda Dalima Hospital in Bumi Serpong Damai in providing patient satisfaction should pay attention to the condition of the hospital environment such as cleanliness, room, provide comfortable facilities adequate facilities and infrastructure for patients and complete security so that patients feel safe while in the Bunda Dalima Hospital environment in Bumi Serpong Damai so that the objectives of Bunda Dalima General Hospital in Bumi Serpong Damai can be achieved in improving service quality.

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