

Analysis of the Relationship Between Service Quality Factors and Patient Satisfaction in Hospital Inpatient Areas

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Abstract: **Background:** With the advancement of technology and the development of modern services to the public, the implementing agencies must be faced seriously by both the government and private sectors. Institutions are required to prepare themselves to be able to provide excellent service, especially user satisfaction. In addition to service organizations, institutions are also required to optimize the service resources they manage. **Objective:** To determine the relationship between service quality factors and patient satisfaction. **Method:** This study uses quantitative analysis methods using SPSS data management for univariate and bivariate analysis. The research sample was taken using accidental sampling with the research period starting from April to June 2025. The total sample in this study was 100 respondents. **Univariate Results:** The results of the study from a total of 100 respondents obtained characteristics of age 76% 21-30 years, female gender 57%, high school education 53% while occupation 55% private employees / self-employed. **Bivariate Analysis:** the relationship between the quality factor of service quality and patient satisfaction statistical test results using Chi Square from five dimensions of quality obtained P Value tangible 0.028, reliability 0.000, responsiveness 0.000, assurance 0.000, empathy 0.000 means that from the five variables of these dimensions there is a significant relationship between the five dimensions of quality with patient satisfaction in receiving services in the inpatient nursing service room. **Hospital. Suggestion:** completeness of facilities and comfort, cleanliness, neatness, fast service, reliable staff must be maintained to ensure that the service provided to customers is always guaranteed.

Keywords: *Relationship Factors Between Service Quality and Patient Satisfaction.*

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I. INTRODUCTION

Accompanied by technological sophistication and the development of modern progress, the demands of public services faced by institutions must be taken seriously by both the government and the private sectors. Institutions are required to prepare themselves to be able to provide excellent service, especially user satisfaction. In addition to service organizations, institutions are also required to optimize the service resources they manage. Resource management cannot be separated from workforce, facilities, work environment and other services; all of them are expected to provide the best service in order to achieve the goals and progress of the organization, (Hermanto, 2019).

The existence of a nation is essentially to improve the welfare of its citizens. Ultimately, the essence of a government in a region is to provide the best possible service to the public

and develop its potential. In relation to the government's efforts, it has begun establishing and implementing the principles of good governance. This is expected to further enhance competitiveness and service quality by adhering to democratic principles, equality, justice, as well as special features and uniqueness, as well as potential and diversity, (Subarling, 2021).

Quality service is certainly supported by good and professional staff performance. Professionalism in the workplace is always associated with interpersonal skills and abilities; if these aspects are present in public employees when providing services, and complemented by optimal and excellent service delivery, then the quality of public service can be seen. Service performance is an indicator that reflects the track record of staff in carrying out their responsibilities. Service performance is the main focus to ensure that services have been implemented in accordance with applicable

regulations, including the behavior and attitudes of the officers providing services. Performance reflects the attitudes, actions, and behaviors of individuals who interact with others to achieve the service goals expected by the public in obtaining services (Siti Marwiyah, 2023).

To improve service quality, human resource planning is necessary, aimed at maintaining and enhancing the organization's ability to achieve its goals and contribute to future work. Human resource planning is crucial for organizations seeking to survive and thrive. Therefore, it is crucial to adapt to changes in both the internal and external environment to secure the workforce needed in any given situation. Building reliable human resources is no easy feat; it can only be achieved through careful, rational, flexible, and sustainable resource management, ensuring customer satisfaction, (Irma Yuliani, 2023).

Customer satisfaction is one of the key tools for business success. A more satisfied customer is a crucial outcome. The success of any business organization depends on customer satisfaction. Companies that successfully satisfy their customers will maintain their existence at the top. Customer satisfaction is key to success and can have a broad impact on the outside world. Furthermore, companies must ensure that they provide full service. This will have an impact on increasing the number of customers and long-term relationships between customers and the organization. Existing customers will help attract new customers by sharing their experiences and information about the service they received. Satisfied customers feel that their expectations are exceeded, (Leni susanti, 2024).

Customer satisfaction is the extent to which customers feel happy or disappointed with the treatment they receive. Satisfaction is the realization that expectations and desires are met as a result of a service provider's performance. If a service provider provides good service and provides thorough explanations to the recipient, the recipient will perceive the service as meeting their expectations and deeming it good in terms of service quality.. (Alifariki et al., 2023)

Quality is a primary measure that requires conformity to needs; if a product or service meets all its specifications, it can be considered high-quality, especially in the context of healthcare. This encompasses efforts made both individually and collaboratively to maintain and improve the health of individuals, groups, and communities. Quality healthcare services are defined as services that meet the expectations of each healthcare user, in accordance with the level of satisfaction in the delivery and comply with professional standards and codes of ethics., (Ruly Prapitasari, 2020).

Quality nursing care reflects the quality of nursing care, encompassing the biological, psychological, social, and spiritual aspects of sick individuals, implemented in accordance with nursing standards. High quality nursing care is a key pillar of hospital services, ensuring quality nursing care and professional nurses in serving the community (Bayhakki, 2023).

In line with the research results (Lampus, 2023) where the relationship between service quality and patient satisfaction statistics *P Value Tangible* 0.000. *Reliability P Value* 0.000, *Responsiveness P Value* 0.000, *Assurance P Value* 0.000, and *Empathy P Value* 0.000. Of all five variables show a relationship, this proves that the more sophisticated the tools and technology and accompanied by a higher level of education so that visitors can feel and assess what is given to them regarding the quality of service provided by service providers.

Based on the explanation that has been presented, the researcher is interested in conducting research with the title Analysis of the relationship between service quality factors and patient satisfaction in the inpatient ward of a Hospital.

II. RESEARCH METHODS

The quantitative research was designed using a descriptive analytical method, utilizing a nonprobability sampling approach, purposive sampling data collection techniques, and data analysis with univariate and bivariate analysis, followed by interpretation, (Sudaryono, 2016).. The population in this study included all patients treated in the inpatient ward, while sampling was carried out using the Slovin formula, and the calculated number reached 100 samples.

The sample criteria in this study with the inclusion criteria of respondents who are willing, respondents in inpatient institutions, communicative, cooperative and registered and recorded as patients in the inpatient room. The research period is from April - June 2025.

➤ Research Ethics

In conducting the research, the researcher introduced himself to the respondents, explained the purpose of the research and explained that the information obtained would not be given to anyone except for research purposes, then also explained that after the data had been input/documented, the completed questionnaire would be destroyed. The researcher asked the respondents about their willingness. If the respondents were willing, they would then give the respondents an informed consent form to sign and then continue with filling out the questionnaire.

➤ Data Processing Techniques

In conducting this research, data processing needs to be done to see the completeness of the questionnaire contents received from respondents, there are several ways carried out by researchers in data processing, namely Editing, reviewing the contents of the questionnaire with a complete, clear, relevant and consistent review. Coding, is the activity of changing data that was previously in the form of letters into numbers to make it easier to enter into a computer/SPSS. Processing, is the activity of processing data from the questionnaire to software with the help of a computer with entry using the SPSS formula program. Cleaning, is the activity of cleaning data by re-checking data entry on the computer by cleaning to find out if there are missing, variations and consistency.

➤ *Data Analysis Techniques*

The data was analyzed using two approaches, namely Univariate Analysis which uses descriptive statistics in the form of frequency distribution of respondent characteristics, and Bivariate Analysis which was carried out to look at two variables that were suspected of having differences, so that the relationship between the dependent variable and the independent variable became clear.

III. RESULTS AND DISCUSSION*A. Univariate Analysis*

The results of the statistical test of the frequency distribution of respondent characteristics regarding the relationship between service quality factors and patient satisfaction are as follows :

The statistical results of the frequency distribution of respondent characteristics (age, gender, education and occupation) of the relationship between service quality factors and patient satisfaction are as follows :

Table 1 Characteristics (Age, Gender, Education and Occupation) of the Relationship Between Service Quality Factors and Patient Satisfaction in the Inpatient Ward of a Hospital (n=100)

No	Characteristics	Category	Frequency	Percent (%)
1	Age	< 20 years 21-30 years 31-40 years > 40 years	5 76 23 6	5 76 23 6
2	Gender	1. Man 2. Women	43 57	43 57
3	Education	1. Sekolah Menengah Pertama 2. Sekolah menengah Atas 3. Diploma 4. Sarjana	5 53 35 7	5 53 35 7
4	Work	1. Civil Servants/Police/TNI 2. Private Employee/Self Employed 3. Students 4. Others/laborers/housewives	5 55 5 35	5 55 5 35

From the table above, it can be interpreted that the characteristics of the respondents from a total of 100 respondents were 76% aged 21-30 years, 57% female, 53% high school education, while 55% were private employees/self-employed.

The relationship between tangible and patient satisfaction in hospital inpatient wards is known. This is explained in more detail in the following table :

Table 2 *Tangible* Relationship with Patient Satisfaction in Hospital Inpatient Rooms (n=100)

No	Tangible	Satisfaction						Amount		P Value
		Satisfied		Enough		Not Enough				
		N	%	N	%	N	%	N	%	
1	Good	64	64	15	15	15	15	94	100	0,028
2	Not good	6	6	0	0	0	0	6	100	
Amount		70	70	15	15	15	15	100	100	

Based on table 2, it can be interpreted that there is a relationship between tangible and patient satisfaction from a total of 100 respondents, where the results of the Chi-Square statistical test p-value 0.028 means there is a significant relationship.

The relationship between reliability and patient satisfaction in hospital inpatient wards is known. For further clarification, the following table is presented:

Table 3 The Relationship Between Reliability and Patient Satisfaction in Hospital Inpatient Rooms (n=100)

No	Reability	Satisfaction						Amount		P Value
		Satisfied		Enough		Not Enough				
		N	%	N	%	N	%	N	%	
1	Good	45	45	25	25	19	19	89	100	0,000
2	Not good	6	6	4	4	1	1	11	100	
Amount		51	51	29	29	20	20	100	100	

From the table above, the relationship between reliability and patient satisfaction can be interpreted as follows: From 100 respondents, a Chi-Square statistical test was carried out, with a p-value of 0.000, there was a significant relationship.

➤ *Analysis of the Relationship Between Responsiveness and Patient Satisfaction in Hospital Inpatient Settings. For More Details, See the Following Table.*

Table 4 The Relationship Between Responsiveness and Patient Satisfaction in Hospital Inpatient Units in 2025 (n=100)

No	Responsiviness	Satisfaction						Amount		P Value
		Satisfied		Enough		Not Enough				
		N	%	N	%	N	%	N	%	
1	Good	54	54	10	10	16	16	80	100	0,000
2	Not good	10	10	5	5	5	5	20	100	
Amount		64	64	15	15	21	21	100	100	

Based on table 4 above, an interpretation was made between the relationship between responsiveness and patient satisfaction from all respondents, the results of the Chi-Square statistical test, where the p-value was 0.000, there was a significant relationship between responsiveness and patient satisfaction.

➤ *The Results of Statistical Tests on the Relationship Between Quality Assurance Services and Patient Satisfaction in the Inpatient Unit of a Hospital. The Explanation is Presented in the Table Below :*

Table 5 The Relationship Between Assurance and Patient Satisfaction in Hospital Inpatient Units in 2025 (n=100)

No	Assurance	Satisfaction						Amount		P Value
		Satisfied		Enough		Not Enough				
		N	%	N	%	N	%	N	%	
1	Good	33	33	15	15	19	19	67	100	0,000
2	Not good	15	15	15	15	3	3	33	100	
Amount		48	48	30	30	22	22	100	100	

. Based on table 5 above, it can be interpreted that the relationship between assurance and patient satisfaction is where the results of the Chi-Square statistical test have a p-value of 0.000, meaning there is a significant relationship between assurance and patient satisfaction

➤ *Statistical Results of the Relationship Between Empathy Service Quality and Patient Satisfaction in the Inpatient Unit of a Hospital. The Results Obtained are Presented as Follows:*

Table 6 The Relationship Between Empathy and Patient Satisfaction in the Inpatient Installation of the Hospital in 2025 (n=100)

No	Emphaty	Satisfaction						Amount		P Value
		Satisfied		Enough		Not enough				
		N	%	N	%	N	%	N	%	
1	Good	80	80	10	10	5	5	95	100	0,000
2	Not good	0	0	3	3	2	2	5	100	
Amount		80	80	13	13	7	7	100	100	

Based on table 6 above, it is known that there is a relationship between empathy and patient satisfaction, the results of the Chi-Square statistical test, where the p-value is 0.000, there is a significant relationship.

IV. DISCUSSION

➤ *Frequency Distribution of Respondent Characteristics Regarding the Relationship Between Service Quality and Patient Satisfaction (Age, Gender, Education and Occupation)*

From the table above, it can be interpreted that the characteristics of the respondents from a total of 100 respondents were obtained, the characteristics were 76% age 21-30 years, 57% female gender, 53% high school education, while 55% occupation was private employee/self-employed.

Gender is the biological difference between men and women which is related to the differences in reproductive organs and their uses and functions, (Siti Azisah, 2016). Education is a process of changing the behavior of a person or group of people so that they become smart and clever in thinking and can provide maturity and adulthood in learning and practicing in the process of change towards the better, (Rahmat Hidayat, 2019). Everyone experiences aging, but aging in each individual is sometimes different, usually caused by hereditary factors, environmental stressors, overexerting the body to work without care and many other factors, (Mickey Stanley, 2006).

Meanwhile, education is a series of activities carried out with national level education which includes the components involved in achieving national goals., (Rodliyah, 2021).

The results of the study (Lampus, 2023) where the characteristics of respondents aged 40.6% 30-40 years, the most gender is 58.90% female, high school education level 51.1% while private employee employment 25.1%. Research (Maarif, 2023) aged 27.1% 56-65 years, the most gender is female 56.0%, the last education is high school 62%, housewife employment 22.3%. According to (Joko Kismanto, 2023) aged 49.53% 51-60 years, gender 69.16% male, education 64.49% high school. Meanwhile, according to (Sari Mustika Dewi, 2022) aged 75% late elderly, gender 63.8% female, high school education 32.8%, private employment 44.0%.

Based on the research results and related theories and research, the researcher assumes that the characteristics of respondents regarding the relationship between service quality and patient satisfaction are mostly female, indicating that the current gender is predominantly female. Furthermore, the average education level is high school. At this stage of education, a person can already analyze and feel what is given to them, and the most jobs are private/self-employed.

➤ *It is Known that there is a Relationship Between Tangible and Patient Satisfaction in the Inpatient Installation of the Hospital.*

Based on table 2, it can be interpreted that there is a tangible relationship with patient satisfaction from a total of

100 respondents where the results of the Chi-Square statistical test p-value 0.028 means there is a significant relationship.

Tangible is an appearance when providing services in physical form, equipment, personnel and communication media, (Pandji Santosa, 2024). Meanwhile, according to the theory (Olivia Virvizat Prasastin, 2025) tangible (appearance/physical evidence) is a real form that can be seen/physically, including the appearance and completeness of facilities and infrastructure such as treatment rooms, comfort, cleanliness, tidiness, the presence of waiting rooms, examination rooms with all equipment..

Service quality is a crucial aspect in accelerating the development of high-quality services, aiming to improve service delivery to the public and create satisfaction. This provision reflects the accuracy and relevance of scientific, clinical, technical, interpersonal, and cognitive aspects to deliver excellent service, resulting in customer satisfaction, (Leavina Juwita, 2022)..

The results of the study are in line with research (Lampus, 2023) which found a relationship between tangible and patient satisfaction with a P value of 0.000. The results of the study are not in line with (Joko Kismanto, 2023) which obtained a P value of 0.178 which means there is no relationship between tangible and satisfaction. According to (Mukhlisin Ahmad, 2016) the P value is 0.767. Meanwhile, according to (Sari Mustika Dewi, 2022) there is a significant relationship between tangible and patient satisfaction with a P value of 0.018. Meanwhile (Zaimah, 2019) where the P value is 0.000 there is a significant relationship between tangible and satisfaction.

From the results of research and related theories and research, researchers assume that the facilities and infrastructure, buildings and completeness of rooms as well as the sophistication of technological equipment when they receive services are one of the conditions for making people feel a sense of satisfaction in receiving the services they receive...

➤ *The Relationship Between Reliability and Patient Satisfaction in the Inpatient Installation of the Hospital is Known.*

From the table above, the relationship between reliability and patient satisfaction can be interpreted as follows: From 100 respondents, a Chi-Square statistical test was carried out, with a p-value of 0.000, there was a significant relationship.

Reliability means that officers providing nursing services are required to have the ability to carry out services and can promise accurately and reliably, (Pandji Santosa, 2024). Reliability is a person's ability to provide services according to what is offered because the assessment of the quality of nursing services can be seen from the ability of staff at nursing service facilities related to the timeliness of services, registration, action schedules, suitability of expectations is the reality desired by patients who come for

treatment at health service facilities, (Olivia Virvizat Prasastin, 2025).

Satisfaction is a crucial key asset for improving and assessing the quality of services provided. One approach to customer-perceived value is to assess how patients perceive the value or benefits they receive by comparing them to the costs they incur. This often arises in service settings where staff are challenged to provide quality services at a low cost, leading to satisfaction with the service they receive, even if the costs are minimal, (Rosmanely, 2025).

The research results are in line with research (Lampus, 2023) where the results of the reliability statistical test with satisfaction obtained a P Value of 0.000, in line with (Joko Kismanto, 2023) where the P Value is 0.000. As for (Mukhlisin Ahmad, 2016) where the relationship between reliability and satisfaction with a P Value of 0.634 there is no relationship. Meanwhile, according to (Zaimah, 2019) the relationship between reliability and satisfaction. The results of the statistical test obtained a P value of 0.000 there is a significant relationship.

Based on research, theory and related studies, researchers assume that when officers provide services to patients, their ability, skill, competence, and punctuality in providing services are one of the benchmarks in providing services so that with all the existing facilities and capabilities, it will have a good impact, especially for companies that provide services

➤ *Analysis of the Relationship Between Responsiveness and Patient Satisfaction in the Inpatient Installation of a Hospital.*

Based on table 4 above, an interpretation was made between the relationship between responsiveness and patient satisfaction from all respondents, the results of the Chi-Square statistical test, where the p-value was 0.000, there was a significant relationship between responsiveness and patient satisfaction.

Responsiveness is where a service person is required to be able to help customers and provide services to customers quickly and responsively, (Pandji Santosa, 2024). Responsiveness is the responsiveness/concern of service officers, which is the response or readiness of service providers to help customers by providing services quickly and accurately, such as the speed of service officers in handling patients who need immediate assistance. This second response will be felt by the service recipient, (Olivia Virvizat Prasastin, 2025).

Service is an activity that takes place directly between an employee and the recipient of the service to provide satisfaction. Service is defined as the employee helping to prepare/arrange everything needed. Service is essentially an activity carried out through a regular and ongoing process, encompassing all customer needs in obtaining the service provided, (gemy Nastity Handayani, 2020).

The results of the study are in line with research (Lampus, 2023) where the relationship between responsiveness and satisfaction with a statistical test P Value of 0.000. This is not in line with (Joko Kismanto, 2023) where the P value is 0.464. While research (Mukhlisin Ahmad, 2016) there is a relationship between responsiveness and satisfaction with a P Value of 0.451. Research (Sari Mustika Dewi, 2022) there is a significant relationship where the P value is 0.038. Research (Zaimah, 2019) results of statistical test P value of 0.000 there is a significant relationship between responsiveness and patient satisfaction.

From the results of research, theories and related studies, researchers assume that a person's satisfaction can be influenced by the responsiveness, speed and readiness of officers in assisting and helping patients when they need services, especially when they need urgent services when the patient needs immediate assistance.

➤ *Statistical Test Results of the Relationship Between the Quality of Assurance Services and Patient Satisfaction in Inpatient Installations at the Hospital*

Based on table 5 above, it can be interpreted that the relationship between assurance and patient satisfaction is where the results of the Chi-Square statistical test have a p-value of 0.000, meaning there is a significant relationship between assurance and patient satisfaction.

Assurance is the belief of service users that the knowledge and courtesy of service personnel and their ability to inspire trust that they can be helped safely, (Pandji Santosa, 2024). Assurance is the ability of personnel to provide nursing services, both related to knowledge of a service or appropriate action, safety assurance, skill in providing security in utilizing a service or the ability to convince service users of an action that will be provided, (Olivia Virvizat Prasastin, 2025).

Healthcare is a necessity for every person/individual. When receiving healthcare, every individual wants to feel valued, well-served, and have equal standing with other customers. However, good healthcare is provided only to those who have the means and are willing to pay. Meanwhile, individuals with less financial means do not receive equal and professional treatment, (Rosidin Calundu, 2018).

The results of the study are in line with research (Lampus, 2023) where the statistical test of the relationship between assurance and satisfaction obtained a P Value of 0.000, the study is not in line with research (Joko Kismanto, 2023) where the results of the P Value of 0.938 showed no significant relationship. Likewise, research (Mukhlisin Ahmad, 2016) statistical test of the relationship between assurance and satisfaction obtained a P Value of 1.000. While research (Sari Mustika Dewi, 2022) there is a significant relationship where the P value is 0.011. Also in agreement according to research (Zaimah, 2019) a P value of 0.000 means there is a significant relationship between assurance and patient satisfaction.

Based on the results of the study, theories, and related research, researchers assume that suggestions, trust, and confidence from staff in helping patients can convince them that staff can help overcome their suffering. This is especially true for service users, assuring them that staff can provide security, so they can perceive that they have received good service.

➤ *Statistical Results of the Relationship Between Empathy Service Quality and Patient Satisfaction in Inpatient Installations at the Hospital.*

Based on table 6 above, it is known that there is a relationship between empathy and patient satisfaction, the results of the Chi-Square statistical test, where the p-value is 0.000, there is a significant relationship..

Empathy where officers must be able to provide individual attention to customers, care for customers, (Pandji Santosa, 2024). Empathy is a part of the individual attention provided by nursing service facilities to patients and their families such as making it easy to contact officers, good communication, officer attitudes and ease in accessing nursing services and other information where it is used to know and understand nursing service facilities in meeting the needs and desires of customers who use nursing services, (Olivia Virvizat Prasastin, 2025).

Quality management in the healthcare sector plays a crucial role in ensuring that services meet standards and deliver the best outcomes for users. With increasing customer demands for quality, service, and safety, effective quality management implementation is now essential in modern healthcare systems, (Syamsul Arifin, 2024).

The results of the research (Lampus, 2023) the relationship between the quality of empathy services and patient satisfaction where the statistical test obtained a P Value of 0.000, the results of the study are not in line with the research (Joko Kismanto, 2023) where the results obtained a P value of 0.396. The research is in line with (Mukhlisin Ahmad, 2016) the relationship between empathy and satisfaction obtained a P Value of 0.008 there is a significant relationship. Also in line with the research (Zaimah, 2019) obtained a P value of 0.000 where there is a relationship between empathy and patient satisfaction.

From the results of research, theories and related studies, researchers assume that an attitude of empathy must exist in officers where they are required to be able to care and pay attention to individuals or individuals in providing services.

V. CONCLUSION

The conclusion of the research is that the relationship between service quality factors and patient satisfaction can be concluded as follows:

- The frequency distribution of characteristics from a total of 100 respondents shows that the characteristics obtained are age 76% 21-30 years, female gender 57%, high school

education 53% while occupation 55% are private employees/self-employed.

- Tangible relationship with patient satisfaction from a total of 100 respondents where the p-value is 0.028, meaning there is a significant relationship.
- The relationship between reliability and patient satisfaction can be interpreted from 100 respondents with a statistical p-value of 0.000..ss
- The relationship between responsiveness and patient satisfaction from all respondents in the statistical test results where the p-value is 0.000 there is a significant relationship between responsiveness and customer satisfaction.
- The relationship between assurance and visitor satisfaction results in a statistical test value of 0.000, meaning it has significance
- Empathy relationship where there is a meaningful relationship, namely the value obtained is 0.000.

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