

# Patient Satisfaction Analysis Based on Service Quality (SERVQUAL) in Inpatient Unit at Padang Islamic Private Hospital

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## ABSTRACT

A review of the Padang Islamic Private Hospital complaint management data from January 2023 to July 2024 revealed that there were 88 complaints, of which 54 cases (61.3%) originated from the inpatient unit. The purpose of this study was to analyze patient satisfaction based on service quality components (Reliability, Responsiveness, Assurance, Tangible, and Empathy) in the inpatient wards. The study was conducted using a mixed method with a sequential explanatory design using a modified SERVQUAL questionnaire for 178 inpatients at Padang Islamic Private Hospital from December 2024 to January 2025. The findings of the research project on the level of patient satisfaction at Padang Islamic Private Hospital, which was based on five dimensions of service quality for inpatient services are highly positive with a value of 90.6%. The fact that the quality of inpatient treatments is quite high, the study comes to the conclusion that they have met the minimal service requirements set by the government. Therefore, in order to preserve the quality of medical services, it is necessary to provide monitoring and evaluation of compliance with the application of Standard Operating Procedures (SOP) that have been established by the hospital.

**Keywords:** Patient Satisfaction, Quality of Service, Service Quality, Importance Performance Analysis

## INTRODUCTION

Analysis of complaint management data from the most recent 20 complaints at the inpatient facility revealed that 20% of officer response times were deemed unsatisfactory, 20% of queues at the registration counter were problematic, 15% involved inadequate employee communication with patients, 15% pertained to failure in updating the doctor's visit schedule, 15% related to prolonged waiting for medical records prior to treatment, and 15% concerned noncompliance with visiting time restrictions and patient visitor regulations. The most common complaints found in nursing services include unfriendly nursing staff and lack of concern for patient complaints. The predominant grievances reported in nursing services are unwelcoming nursing personnel and insufficient attention to patient concerns. Researchers have performed a preliminary survey including 10 patients at the Padang Islamic Private Hospital inpatient facility. Respondents expressed dissatisfaction over 40% of the staff's unwelcoming manners, 10% of the doctor's appointment schedule being uncertain, 30% of the staff's lack of

responsiveness, and 20% of the inpatient room amenities being inadequate.

The elevated level of inpatient dissatisfaction has led to a reduction in inpatient visits. In 2023, the total number of outpatient visits were 157,852 polyclinic patients and 31,626 emergency department patients. However, only a small proportion of those individuals admitted to the inpatient care.

The BOR (Bed Occupancy Rate) performance metrics of Padang Islamic Private Hospital are inadequate, indicating low treatment bed use that affects the hospital's low revenue. In 2023, only class III treatment will achieve the optimal standard value of 60 to 85% with a BOR value of 72%. (Indonesia Health Ministry, 2005)

As a fundamental attempt to enhance the quality of services, the administration of Padang Islamic Private Hospital has carried out a number of service assessments. One such study was carried out by the marketing department using a questionnaire designed to gauge patient and family satisfaction. According to the survey findings from the previous month, there is still a 30% outpatient installation and a 33% inpatient installation dissatisfaction rate. There has never been an implementation of a SERVQUAL-based satisfaction survey or a survey from an outside survey organization. Surveys of patient satisfaction are crucial metrics that are frequently used to assess the standard of medical care.

Periodically conducting satisfaction analysis is necessary, particularly in fully accredited hospitals. It is anticipated that the satisfaction analysis's findings will improve patient loyalty, hospital reputation, patient retention, and visitation rates. The results of this study pinpoint areas of low service quality using the Service Quality (SERVQUAL) reference. The findings of this study can serve as a foundation for developing plans and regulations aimed at raising hospital service standards and patient satisfaction.

Therefore, the author is interested in conducting research on "Patient Satisfaction Analysis Based on Service Quality (SERVQUAL) in the Inpatient Unit of Padang Islamic Private Hospital".

## **MATERIALS & METHODS**

The study was conducted using a quantitative method using a modified SERVQUAL questionnaire for 178 inpatients at Padang Islamic Private Hospital from December 2024 to January 2025.

## **RESULT**

### **The Sociodemographic Details**

The sociodemographic of inpatients at Padang Islamic Private Hospital, including gender, age, education, length of treatment, treatment class, and health insurance while utilizing inpatient services, were gathered based on research that has been conducted.

**Table 1 Shows The Sociodemographic Details of the 178 Respondents.**

<b>Sociodemographic</b>	<b>Category</b>	<b>f</b>	<b>%</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Gender	Woman	113	63,5
	Man	65	36,5
Age	17 – 24 years old	23	12,9
	25 – 44 years old	84	47,2
	45 – 59 years old	43	24,2
	> 60 years old	28	15,7
Education	Not school	12	6,7
	Elementary School	7	3,9
	Junior high School	25	14,0
	Senior High School	68	38,2
	Bachelor	66	37,1
length of treatment	More than 5 days	40	22,5
	Less than 5 days	138	77,5

treatment class	Class I	50	28,1
	Class II	46	25,8
	Class III	70	39,3
	VIP Class	12	6,7
health insurance	BPJS	173	97,2
	Private Insurance	3	1,7
	Self-payment	2	1,1

### Patient Satisfaction Level by Dimensional Attributes

The frequency distribution of perceptions (reality) and expectations of inpatients using

the Level of Conformity (Tk) assessment for each Service Quality dimension can be seen in Table 2.

**Table 2: Patient Satisfaction Level by Dimensional Attributes**

No	Attribute	Performance (x)	Importance (y)	Gap	$\bar{T}_k$ (%)
1	2	3	4	5	6
<b>Reliability</b>					
1.	The registration and discharge procedures for inpatients are easy and straightforward.	4,17	4,65	- 0,48	89%
2.	Nurses keep an eye on the patient's status (blood pressure, body temperature, oxygen, or infusion) at the scheduled interval.	4,40	4,66	- 0,26	94%
3.	Physician is present every day and on time (as scheduled).	4,16	4,65	- 0,49	89%
4.	Nutrition officers provide information on the nutritional value of the food served.	4,19	4,65	- 0,46	90%
<b>Responsiveness</b>					
5.	Inpatient registration and discharge processes require little time.	4,12	4,67	- 0, 55	88%
6.	Nurses are quick to address the requirements and complaints expressed by patients.	4,39	4,69	- 0,30	93%
7.	Doctors respond quickly to emergency situations while providing patient care.	4,39	4,69	- 0,30	93%
8.	Nutrition officers can supply and assist with patient dietary needs.	4,32	4,68	- 0,36	92%
<b>Assurance</b>					
9.	Nurses recognize patients' needs by being courteous, polite, and speaking politely to them.	4,38	4,68	- 0,30	93%
10.	Physicians have the skills and knowledge to diagnose, treat, and encourage trust in recovery.	4,43	4,67	- 0,24	94%
11.	Nutritionists serve food that is safe and hygienic, which makes patients feel at ease.	4,39	4,69	- 0,30	93%
12.	Patient visiting hours are enforced by security.	3,84	4,67	- 0,83	82%
13.	Every member of the hospital staff respects patient data confidentiality and privacy.	4,40	4,69	- 0,29	93%
<b>Empathy</b>					
14.	No member of the hospital staff treats any patient differently when providing services.	4,29	4,70	- 0,41	91%
15.	Nurses respect patient wishes and preferences in the care provided.	4,30	4,69	- 0,39	91%
16.	Physicians are aware of their patients' worries and recovery aspirations.	4,35	4,70	- 0,35	92%
17.	Nutrition officers are capable of providing pleasant food service.	4,37	4,69	- 0,32	93%
<b>Tangibles</b>					
18.	Every hospital employee wears a name tag or ID card while on duty.	3,94	4,70	- 0,76	83%

19.	Every hospital employees wear the hospital-provided uniforms while on duty.	4,26	4,71	- 0,55	90%
20.	Facilities in the treatment room are clean.	4,16	4,70	- 0,54	88%
21.	Complete inpatient amenities, including bed divider curtains, IV poles, cabinets, mattresses, and bedding	4,43	4,70	- 0,27	94%
22.	Hygienic inpatient restrooms and rooms	4,48	4,70	- 0, 22	95%

Table 2 demonstrates that the level of satisfaction is lowest in the Assurance dimension, specifically attribute 12 about security officers controlling patient visiting hours (82%), followed by the Tangibles/Physical Evidence dimension in attribute 18 about all hospital officers wearing name tags or ID cards while on duty (83%), and attribute 20 about all officers paying attention to the cleanliness and completeness of the tools used in treatment (88%). The Tangibles/Physical Evidence element of characteristic 22 pertaining to clean inpatient rooms and restrooms received the highest level of satisfaction (95%).

The gap value calculation revealed values below zero or negative for all 22 attributes, with the 12th attribute having the greatest value at -0.83. This demonstrates that

respondents who are inpatient have high expectations for how well security officers will manage patient visiting hours.

### Review of SERVQUAL Dimensions-Based Patient Satisfaction Levels

Inpatient services at Padang Islamic Private Hospital had the lowest average performance score of 4.22 in the tangibles dimension, followed by reliability at 4.23. The tangibles dimension had the lowest service quality score below 90%, at 89%. With a result of 90.6%, researchers can generally conclude that the average level of patient satisfaction for inpatient services at Padang Islamic Private Hospital is very good based on the five characteristics of service quality. The government-established service standards, which are greater than 90%, are met by this value.

No	Dimensions of Service Quality	Average Performance Value ( $\bar{X}$ )	Average Importance Value ( $\bar{Y}$ )	Gap	Quality of Service ( $\bar{I}_k$ )
1.	Reliability	4,23	4,65	0,42	90%
2.	Responsiveness	4,30	4,68	0,38	91%
3.	Assurance	4,28	4,68	0,40	91%
4.	Empathy	4,33	4,69	0,36	92%
5.	Tangibles	4,22	4,70	0,48	89%
<b>Average</b>		<b>4,27</b>	<b>4,70</b>	<b>0,43</b>	<b>90,6%</b>

## DISCUSSION

### Patient Satisfaction in Reliability Dimension

Reliability is the ability of a hospital to deliver rapid, precise services without mistakes right from the beginning. (Tangdilambi et al., 2019) According to the findings of a study involving 178 respondents, with a service quality rating of 90%, which is in line with the government's service criteria, the reliability dimension is adequate to satisfy patient satisfaction. This demonstrates that Padang Islamic Private Hospital inpatient services have delivered precise and trustworthy care. According to

research by Tangdilambi et al. (2019), there is a correlation between patient satisfaction and reliability, as evidenced by the reliability variable's P-Value of 0.002.

### Patient Satisfaction in Responsiveness Dimension

According to 178 respondents' survey results, 47.8% of respondents were satisfied and 52.2% were unsatisfied with the responsiveness component of customer satisfaction with the quality of health services. The response expressing dissatisfaction with the responsiveness component suggests a substantial

discrepancy between the service's actual performance and expectations. In terms of the registration and discharge processes for inpatients not taking much time, the responsiveness dimension's gap analysis reveals the lowest value of -0.55 on the fifth characteristic. This includes patient dissatisfaction with the perceived performance as well as the high expectations of the patients for that performance.

This study demonstrates that one responsiveness dimension attribute—the fifth attribute—has failed to meet patient satisfaction standards. Its service quality rating of 88% falls short of the government-established threshold of 90%. Despite the responsiveness dimension generally meeting the 91% service quality rating, patient satisfaction in this dimension may be impacted by the fifth attribute.

### **Patient Satisfaction in Assurance Dimension**

Assurance is the expertise and conduct of staff members that foster customer confidence in utilizing the offered services. Customers' opinions of the high risk of uncertainty regarding the service provider's ability make this factor crucial. Consequently, personnel competencies—which comprise skills, knowledge, and credibility in service delivery—make up the components of this dimension. (Sipayung and Simbolon, 2022).

According to the assurance dimension's gap analysis, the 12th attribute—security officers' control over patient visiting hours—has the lowest value, -0.83. This shows that patients have high expectations for the performance and are not satisfied with the actual performance that has been felt. The study's overall assurance factor achieved a 91% rating for service quality. But with a value of 82%, one feature (attribute 12) still falls short of the service quality requirement. If this fails to be corrected, it will have an impact on the dimension's overall worth, so management

needs to take action quickly to improve this attribute.

### **Patient Satisfaction in Empathy Dimension**

Empathy is the ability of service providers, as demonstrated directly by their staff, to give each client individualized attention, including consideration for their needs. This dimension is made up of three components: communication (the ability to inform or solicit feedback from customers), comprehension of their needs, and access (the convenience of using the company's services). (Sipayung & Simbolon, 2022).

This study demonstrates that the empathy component has met patient satisfaction with a service quality value of 91%, exceeding the government-established service threshold of >90%. Padang Islamic Private Hospital inpatient services have demonstrated the ability to attend to patients' individual needs while offering genuine and attentive care. This is in line with the research of Mendoza Aldana, et al. (2001) that the main predictor of patient satisfaction with health services is the behavior of health workers towards patients in terms of respect and politeness. The feeling of ease that results from protecting patient privacy is the second best indicator of happiness. (Mendoza Aldana et al., 2001)

### **Patient Satisfaction in Tangibles Dimension**

The tangible aspect is crucial since it will better the way that prospective clients view service providers, particularly when evaluating the caliber of their offerings. The reputation of service providers who neglect their physical infrastructure will be in agony.

By using this dimension, service providers can enhance their reputation with clients. This dimension is typically characterized by the neatness of the attire, the cleanliness of the space, and the layout of the area. The physical state component will typically demonstrate how a service provider, particularly a hospital, may demonstrate its

role and function as a location for medical services. (Siama Juwita et al., 2017)

Regarding the 18th attribute, the gap analysis of the assurance dimension reveals the lowest value, -0.83, for all hospital employees wearing name tags or ID cards while on duty. Next in line are the 19th and 20th attributes, which include all hospital employees wearing hospital-provided special uniforms while on duty and all employees keeping the facility clean while providing care.

### Patient Satisfaction at Padang Islamic Private Hospital Inpatient Unit

According to the study's findings, 178 respondents' total service quality across the five (SERVQUAL) characteristics had an average patient satisfaction rate of 90%. This number shows that the inpatient unit services at Padang Islamic Private Hospital have fulfilled the service standard limits of >90%, which were established by the 2008 Minister of Health Regulation on Minimum Hospital Service Standards. Analysis of customer satisfaction with the quality of health services according to (Parasuraman et al., 1985) as a whole showed that 65.2% of patients were dissatisfied and 34.8% of patients were satisfied.

### CONCLUSION

Service Quality dimension including reliability, responsiveness, assurance, empathy and tangibles has a significant and positive influence on determining patient satisfaction at Padang Islamic Private Hospital Inpatient Unit.

### Declaration by Authors

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