ANALYSIS OF OUTPATIENT SATISFACTION WITH HEALTH PERSONNEL SERVICES AT THE HAJI GENERAL HOSPITAL MEDAN

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Abstract

Low quality healthcare services result in an increase in the number of deaths each year, with an estimated 5.7 to 8.4 million people dying in low and middle-income countries. This figure represents about 15% of total deaths in those countries. The impacts of inadequate services encompass a decrease in societal productivity and potential economic losses for the country of approximately 1.4 to 1.6 trillion annually.The aim of this research is to identify the relationship between the quality of services provided by healthcare professionals and the level of patient satisfaction among outpatient care recipients at Haji Medan General Hospital. The studied population includes all outpatient care patients currently receiving treatment, with a sample size of 120 individuals, selected using the Accidental Sampling method. The research method employed is a quantitative approach with a Cross-Sectional design.Research findings reveal that out of the 120 respondents, there is a relationship between independent variables such as reliability (x1), responsiveness (x2), assurance (x3), empathy (x4), as well as physical evidence (x5), and the dependent variable, which is the level of patient satisfaction (y) among those receiving outpatient care at Haji Medan General Hospital, with a p-value less than 0.05.In analyzing patient satisfaction levels, around 66% of the total 120 respondents expressed dissatisfaction with the healthcare services at Haji Medan General Hospital. Independent variables that exhibit a strong correlation with the dependent variable include reliability, responsiveness, assurance, patient satisfaction level, physical evidence, and empathy. Based on these findings, it can be concluded that there is a relationship between the quality of services provided by healthcare professionals and the level of patient satisfaction at the hospital.
Keywords: service quality, outpatient patients, patient satisfaction

Abstrak

Pelayanan kesehatan berkualitas rendah mengakibatkan peningkatan jumlah kematian setiap tahunnya, dengan perkiraan 5,7 hingga 8,4 juta orang meninggal di negara-negara berpendapatan rendah dan menengah. Angka ini mewakili sekitar 15% dari total kematian di negara-negara tersebut. Dampak dari layanan yang tidak memadai mencakup penurunan produktivitas masyarakat dan potensi kerugian ekonomi bagi negara sekitar 1,4 hingga 1,6 triliun setiap tahunnya. Tujuan dari penelitian ini adalah untuk mengidentifikasi hubungan antara kualitas layanan yang diberikan oleh profesional kesehatan dan tingkat pelayanan pasien. kepuasan penerima rawat jalan di Rumah Sakit Umum Haji Medan. Populasi yang diteliti meliputi seluruh pasien rawat jalan yang sedang menerima pengobatan, dengan jumlah sampel sebanyak 120 orang, yang dipilih dengan metode Accidental Sampling. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain Cross-Sectional. Temuan penelitian menunjukkan bahwa dari 120 responden, terdapat hubungan antar variabel independen seperti keandalan (x1), daya tanggap (x2),

jaminan (x3), empati. (x4), serta bukti fisik (x5), dan variabel terikat yaitu tingkat kepuasan pasien (y) pada pasien rawat jalan RSUD Haji Medan dengan nilai p-value kurang dari 0,05. tingkat kepuasan pasien, sekitar 66% dari total 120 responden menyatakan ketidakpuasan terhadap pelayanan kesehatan di RSUD Haji Medan. Variabel independen yang menunjukkan korelasi kuat dengan variabel dependen antara lain keandalan, daya tanggap, jaminan, tingkat kepuasan pasien, bukti fisik, dan empati. Berdasarkan temuan tersebut dapat disimpulkan bahwa terdapat hubungan antara kualitas pelayanan yang diberikan oleh tenaga kesehatan dengan tingkat kepuasan pasien di rumah sakit.

Kata Kunci: kualitas pelayanan, pasien rawat jalan, kepuasan pasien

INTRODUCTION

Based on data from WHO, it is revealed that every year approximately 5.7 to 8.4 million lives are lost due to low quality of healthcare in low- and middle-income countries, which is equivalent to about 15% of total deaths in those countries. Out of patients requiring medical treatment, around 60% of deaths occur due to inadequate healthcare services, while the remaining 40% are caused by underutilization of healthcare systems, particularly in low- and middle-income countries.[1]

Complaints regarding healthcare services often arise from patients or their families, especially in outpatient care. This is related to the attitudes and behaviors of hospital staff, such as doctor appointment delays, difficulty in meeting doctors, less communicative and informative interactions between doctors and patients, as well as behavior, conduct, speech, comfort, friendliness, ease of information access, and communication. These factors dominate in shaping the perception of patients or their families regarding satisfaction levels in the hospital environment (Minister of Health Regulation No. 30 of 2022).

Improving the quality of healthcare services is a critical aspect in the medical world that directly impacts patient satisfaction. In the era of globalization and increasing competition in the healthcare sector, attention to service quality becomes more crucial. Hospitals as healthcare institutions play a vital role in maintaining public health and providing services that meet patient needs.

In this context, outpatient patients play an important role as a group that has direct interaction with healthcare professionals in the hospital. Outpatient patient satisfaction not only reflects the quality of services provided but can also impact the image and reputation of the hospital. Therefore, analyzing the contributing factors to outpatient patient satisfaction is essential in enhancing the quality of healthcare services in the hospital.

Haji Medan General Hospital, as one of the healthcare institutions located in a major city,

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[1] WHO, "Quality Health Services," 2020, http://www.who.int/news-room/fact-sheets/detail/quality-health-services.

faces challenges in providing satisfactory services to outpatient patients. The effort to continually improve service quality is highly relevant for this hospital to meet patient expectations and the expected service quality standards.

Based on previous research conducted by Yulina & Ginting, it was shown that out of 98 respondents, 49.0% felt satisfied with outpatient healthcare services and 51.0% felt dissatisfied with outpatient healthcare services.[2] Similarly, a study conducted by Rizal & Riza, indicated that out of 55 respondents, 23 (41.8%) respondents were categorized as receiving good quality healthcare services, and 20 (36.3%) respondents felt satisfied with outpatient care services.[3]

RESEARCH METHODS

The type used in this study is quantitative. The research design employed is a cross-sectional research design, which aims to explore, analyze, and explain the relationship between healthcare provider services and outpatient patient satisfaction at Haji Medan General Hospital. This study aims to determine the relationship between the quality of healthcare provider services and patient satisfaction at Haji Medan General Hospital in the year 2023. The population for this study consists of all outpatient patients at Haji Medan General Hospital in the month of March 2023, with a sample size of 120 patients.

Independent variables: 5 dimensions of healthcare provider service quality, namely Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence. Dependent variable: Patient Satisfaction. The questionnaire used is a modification of the research conducted by Dama Yastri,[4] which has undergone validity and reliability testing.

Data analysis in this study includes univariate and bivariate analyses using the Chi-square test. The quantitative data analysis is conducted in the following steps:

Univariate analysis to examine the characteristics of independent and dependent variables.

Bivariate analysis is conducted to explore the relationship between each independent variable and the dependent variable, aiming to determine whether there is a significant relationship using the Chi-square test.

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[2] Yulina Yulina and Rapael Ginting, "Hubungan Kualitas Pelayanan Dengan Kepuasan Pasien Rawat Jalan Di Puskesmas Belawan Tahun 2019," *Jurnal Kesehatan Masyarakat & Gizi (JKG)* 2, no. 1 (October 31, 2019), https://doi.org/10.35451/jkg.v2i1.204.

[3] Achmad Rizal and Yeni Riza, "Hubungan Kualitas Pelayanan Kesehatan dengan Tingkat Kepuasan Pasien di BP. Gigi Puskesmas Kelayan Dalam Kota Banjarmasin," *An-Nadaa: Jurnal Kesehatan Masyarakat (e-Journal)* 1, no. 1 (June 1, 2014), https://doi.org/10.31602/ann.v1i1.105.

[4] Dama Yastri Anggairana Hasibuan, *Hubungan Kualitas Pelayanan Kesehatan Dengan Kepuasan Pasien Di Puskesmas Latong Kabupaten Padang Lawas*, Skripsi (Medan: Universitas Islam Negeri Sumatera Utara, 2021).

Univariate analysis

Table 1. Characteristics Based on Gender, Age, Highest Education, and Occupation

No	Characteristic	Frequency (F)	Persentage (%)
	Gender		
1	Male	38	31,7%
2	Female	82	68,3%
	Umur		
1	17-35	32	26,7%
2	36-54	49	40,8%
3	55-73	36	30,0%
4	>74	3	2,5%
	Pendidikan Terakhir		
1	Elementary School (SD)	4	3,3%
2	Junior High School (SMP)	9	7,5%
3	Senior High School (SMA)	65	54,2%
4	Bachelor's Degree (S-1)	41	34,2%
5	Master's Degree (S- 2)	1	8%
	Occupation		
1	Homemarker	49	40,8%
2	Unemployed/Retired	21	17,5%
3	Student	6	5,0%
4	Entrepreneur	11	9,2%
5	Privete Employee	17	14,2%
6	Trader	5	4,2%
7	Civil Servant (PNS)	11	9,2%
	Total	**120**	**100%**

Based on the table above, it is known that the respondents are predominantly female, with a total of 82 respondents. The majority of respondents fall within the age range of 36-54 years, accounting for 49 respondents. In terms of education, 65 individuals have completed their high school education (SMA), and in terms of occupation, 49 respondents are homemakers.

Bivariate Analysis

Relationship between Reliability Dimension and Patient Satisfaction

Tabel 2. Dimension Reliability

Dimension Reliability	Patient Satisfaction				Total		P-Value		PR (CI95%)		
	Not Satisfied		Satisfied								
	F	%	F	%	F	%					
Not Good	51	40,2%	22	32,8%	73	73,0%	0,000		2,18 (1,40-3,41)		
Good	15	25,9%	32	21,2%	47	47,0%					
Total	66	66,0%	54	54,0%	120	120%					

Based on the table above, it shows the number of respondent groups that are not good and not satisfied, indicating that the Chi-Square test analysis results for the relationship between reliability and patient satisfaction in outpatient care at Rumah Sakit Umum Haji Medan indicate a p-value of 0.000.

Relationship Between Responsiveness and Patient Satisfaction

Tabel 3. Dimension Responsiveness

Dimension Responsiveness	Patient Satisfaction				Total		P-Value	PR (Cl95%)
	Not Satisfied		Satisfied					
	F	%	F	%	F	%		
Not Good	45	37,4%	23	30,6%	68	68,0%	0,005	1,63 (1,13-2,37)
Good	21	28,6%	31	23,4%	52	52,0%		
Total	66	66,0%	54	54,0%	120	120%		

Based on the table above, it shows the number of respondent groups that are not good and not satisfied, indicating that the Chi-Square test analysis results for the relationship between responsiveness and patient satisfaction in outpatient care at Rumah Sakit Umum Haji Medan indicate a p-value of 0.005.

The Relationship Between Assurance and Patient Satisfaction

Tabel 4. Dimension Assurance

Dimension Assurance	Patient Satisfaction				Total		P-Value	PR (CL 95%)
	Not Satisfied		Satisfied					
	F	%	F	%	F	%		
Not Good	46	36,9%	21	30,2%	67	67,0%	0,001	1,81 (1,24-2,66)
Good	20	29,2%	33	23,8%	53	53,0%		
Total	66	66,0%	54	54,0%	120	120%		

Based on the table above, it indicates the number of respondent groups that are not good and not satisfied, allowing us to understand that the Chi-Square test analysis results for the relationship between reliability and patient satisfaction in outpatient care at Rumah Sakit Umum Haji Medan show a p-value of 0.001.

The Relationship Between Empathy and Patient Satisfaction

Tabel 5. Dimension Empathy

Dimension Empathy	Kepuasan Pasien				Total		P-Value	PR (CL 95%)
	Not Satisfied		Satisfied					
	F	%	F	%	F	%		
Not Good	41	34,1%	21	27,9%	62	62,0%	0,011	1,53 (1,08-2.16)
Good	25	31,9%	33	26,1%	58	58,0%		
Total	66	66,0%	54	54,0%	120	120%		

Based on the table above, it shows the number of respondent groups that are not good and not satisfied, indicating that the result of the Chi-Square test analysis of the relationship between reliability and patient satisfaction in Outpatient care at Haji Medan General Hospital indicates a p-value of 0.011.

Relationship Between Tangible and Patient Satisfaction

Tabel 6. Dimension Tangible

Dimension Tangible	Kepuasan Pasien				Total		P-Value	PR (CL 95%)
	Not Satisfied		Satisfied					
	F	%	F	%	F	%		
Not Good	43	35,2%	21	28,8%	64	64,0%	0,004	1,63 (1,14-2,33)
Good	23	30,8%	33	25,2%	56	56,0%		
Total	66	66,0%	54	54,0%	120	120%		

Based on the table above, it indicates the number of respondent groups that are not good and not satisfied, revealing that the result of the Chi-Square test analysis of the relationship between physical evidence and patient satisfaction in Rumah Sakit Umum Haji Medan shows a p-value of 0.004.

RESULTS AND DISCUSSION

A. **Relationship of Healthcare Service Quality (Reliability) to Patient Satisfaction**

Reliability in service quality refers to the ability to provide consistent and accurate services as promised, without any unwanted uncertainties or failures. Reliability is the capacity of service providers to offer services that meet patient expectations accurately. The assessment of

reliability is seen in the timeliness of registration to examination.[5]

Based on the bivariate analysis using the chi-square test, a p-value of 0.000 was obtained (p-value < 0.05), indicating that the null hypothesis (Ho) is rejected. This shows a significant relationship between reliability and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan in 2023.

In the dimension of reliability, many respondents complained about healthcare providers not being able to fulfill the promised services to patients due to excessive waiting times. This led to brief consultations with doctors. Healthcare providers often arrived late due to surgery schedules, causing delays in their arrival at the clinic.

The results of this study align with the research by Patria, where the p-value (0.042) was less than 0.05, indicating a relationship between timeliness and outpatient patient satisfaction at Puskesmas Belawan.[6] Similarly, the study by Herman et al. with a p-value of 0.004 < 0.005 showed a relationship between timeliness and patient satisfaction at Puskesmas Lembasada, Kabupaten Donggala. This also matches a study by Krismanto & Irianto, titled "Analysis of Outpatient Service Quality at Regional General Hospital (RSUD) Dumai City."[7]

The researcher assumes that if healthcare personnel are not reliable or lack the ability to provide healthcare services, patients will be dissatisfied and less trusting of the provided services. However, improving the reliability of healthcare personnel will increase patient confidence and satisfaction with the healthcare services provided. Healthcare personnel need to possess good reliability because patients can assess their abilities based on their actions and work. Patients can then evaluate whether their reliability is satisfactory or not.

In conclusion, an improvement in the reliability dimension at Rumah Sakit Umum Haji Medan will lead to increased patient satisfaction. Therefore, the hospital management should continuously strive for excellence in service quality to enhance competitiveness compared to other healthcare facilities.

B. Relationship of Healthcare Service Quality (Responsiveness) to Patient Satisfaction

Responsiveness refers to how quickly and willingly healthcare providers respond to patient complaints. Responsiveness can be observed through the quick performance and preparedness of healthcare providers in assisting patients. The readiness exhibited by healthcare providers in delivering services is a critical element affecting patient evaluation and overall

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[5] I. Herwati et al., *Manajemen Pelayanan Kesehatan*, 2021.

[6] Armen Patria and Gustop Amatiria, "Dimensi Kualitas Layanan terhadap Kepuasan Pasien Rawat Jalan," *Jurnal Ilmiah Keperawatan Sai Betik* 13, no. 1 (2017), https://doi.org/10.26630/jkep.v13i1.861.

[7] Hengky Krismanto and Surya Irianto, "Analisis Kualitas Pelayanan Rawat Jalan Pada Rumah Sakit Umum Daerah (RSUD) Kota Dumai," *Jurnal Manajemen Pelayanan Publik* 3, no. 1 (May 14, 2020), https://doi.org/10.24198/jmpp.v3i1.26677.

service quality. Making patients wait is considered a negative view of service quality. Healthcare providers' ability to respond promptly to patient complaints significantly affects patient satisfaction levels.[8]

Based on the bivariate analysis using the chi-square test, a p-value of 0.005 (p-value < 0.05) was obtained, indicating that the null hypothesis (Ho) is rejected. This shows a significant relationship between responsiveness and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan.

Observation and interviews revealed that respondents were dissatisfied with healthcare providers who were not prompt in delivering healthcare services. This dissatisfaction was evident in responses indicating dissatisfaction with the registration, examination, and medication collection processes due to long waiting times. Delayed medication distribution was attributed to all patients collecting medication in one place in the clinic. Respondents also mentioned disparities in patient reception, where administrative staff prioritized their family members over waiting patients. This emphasizes the need to improve responsiveness through the involvement of the hospital's administration to ensure healthcare providers are more responsive to patient needs.

The findings of this study align with the research by Junaid & Jusriani,[9] with a p-value of 0.046 < 0.05, indicating a relationship between responsiveness and outpatient patient satisfaction at Puskesmas Puriala in 2016. Similarly, the study by Pangerapan D, with a p-value of 0.047 < 0.05, showed a relationship between responsiveness and patient satisfaction in the Internal Medicine Polyclinic at RSU GMIM Pancaran Kasih Manado.[10] This also coincides with the research by Fikes titled "Relationship of Healthcare Provider Responsiveness in Jember Regency"[11] and by Aderibigbe titled "Relationship of Responsiveness with Patient Satisfaction in Health Insurance."[12]

The researcher assumes that patients who receive prompt and attentive healthcare services will be satisfied with the care provided. Healthcare providers should be responsive to patient complaints. Patients evaluate the performance of healthcare providers based on their actions, which can indicate whether their responsiveness is good and satisfactory or not. However, if healthcare providers are not responsive, patients will feel dissatisfied due to delays in healthcare

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[8] M. T. Wibowo, *Kesehatan Masyarakat Dalam Pelayanan Kebidanan* (Yogyakarta: Trans Medika, 2016).

[9] Junaid and L. Jusriani, "Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Rawat Jalan Puskesmas Puriala Kecamatan Puriala Kabupaten Konawe Tahun 2016," *In Dk* 53, no. 9 (2015).

[10] Djeinne Thresye Pangerapan, Ora Et Labora I. Palandeng, and A. Joy M. Rattu, "Hubungan Antara Mutu Pelayanan Dengan Kepuasan Pasien Di Poliklinik Penyakit Dalam Rumah Sakit Umum GMIM Pancaran Kasih Manado," *JKK (Jurnal Kedokteran Klinik)* 2, no. 1 (February 21, 2018).

[11] I. D. Fikes, *Hubungan Responsiveness Tenaga Kesehatan Kabupaten Jember*, 2017.

[12] Aderibigbe, "Hubungan Daya Tanggap (Responsiveness) Pelayanan Fisioterapi Dengan Tingkat Kepuasan Pasien Peserta Jaminan Kesehatan Nasional Di Rumah Sakit Pku Muhammadiyah Jatinom Klaten," *Energies* 6, no. 1 (2018).

service delivery.

C. Relationship of Healthcare Service Quality (Assurance) to Patient Satisfaction

Assurance is a quality service aspect that demonstrates the ability to instill confidence and trust in customers that services will be consistently delivered and dependable. Assurance (Assurance) is the healthcare providers' capacity to provide assurance and security, thus fostering patient trust in the services provided.[13]

Based on the bivariate analysis using the chi-square test, a p-value of 0.001 (p-value < 0.05) was obtained, indicating that the null hypothesis (Ho) is rejected. This shows a significant relationship between assurance and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan.

Observation and interviews revealed that respondents were dissatisfied with healthcare providers who were not friendly in delivering healthcare services. This suggests that assurance needs to be improved through hospital administration, encouraging healthcare providers to be more approachable and friendly when providing services to patients.

The findings of this study align with the research by Junaid & Jusriani,[14] with a p-value of 0.048 < 0.05, indicating a relationship between assurance and outpatient patient satisfaction at Puskesmas Puriala in 2016. This is also consistent with the study by Liem et al., titled "Relationship of Service Assurance with Patient Satisfaction in RSU Imelda, Medan, Indonesia"[15] and by Heru Nurcahyo titled "Relationship of Outpatient Service Quality in the Era of National Health Insurance with Patient Satisfaction."[16]

The researcher assumes that a positive assurance will increase patient satisfaction with hospital services, making patients more likely to trust and believe in the services provided by the hospital. Therefore, enhancing assurance will lead to higher patient satisfaction. Conversely, inadequate assurance will lead patients to have less confidence and trust in the healthcare services provided, resulting in lower satisfaction levels.

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[13] Wibowo, *Kesehatan Masyarakat Dalam Pelayanan Kebidanan*.

[14] Junaid and Jusriani, "Hubungan Mutu Pelayanan Kesehatan Dengan Kepuasan Pasien Rawat Jalan Puskesmas Puriala Kecamatan Puriala Kabupaten Konawe Tahun 2016."

[15] John Barker Liem, "Hubungan Jaminan Layanan Dengan Kepuasan Pasien Rawat Jalan Di RSU Imelda Pekerja Indonesia Medan," *Jurnal Muara Sains, Teknologi, Kedokteran Dan Ilmu Kesehatan* 2, no. 1 (September 23, 2018), https://doi.org/10.24912/jmstkik.v2i1.1743.

[16] Heru Nurcahyo, "Pemberdayaan Potensi Guru SMK Kota Tegal Dalam Pembuatan Hand Sanitizer Untuk Pandemi Covid-19," *Dinamisia : Jurnal Pengabdian Kepada Masyarakat* 5, no. 2 (2021), https://doi.org/10.31849/dinamisia.v5i2.4267.

D. Relationship of Healthcare Service Quality (Empathy) to Patient Satisfaction

Empathy is the ability to understand and feel the emotions and needs of customers and to genuinely care about their experiences and perspectives.

Based on the bivariate analysis using the chi-square test, a p-value of 0.011 (p-value < 0.05) was obtained, indicating that the null hypothesis (Ho) is rejected. This shows a significant relationship between empathy and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan.

Observation and interviews revealed that respondents were dissatisfied with doctors who provided insufficient care to patients. This dissatisfaction was evident in responses indicating discontent with doctors who only provided brief information about the patient's condition. Patients expected comprehensive information about their illnesses. This emphasizes the need to improve empathy among healthcare personnel, including doctors, nurses, and others, to ensure that patients receive empathetic care at Rumah Sakit Umum Haji Medan.

The results of this study are consistent with research by Mernawati & Zainafree, with a p-value of 0.003 < 0.05, showing a relationship between empathy and patient satisfaction at Puskesmas Lamper Tengah.[17] Similarly, the study by Reichenbach et al., titled "The Influence of Medical Empathy on Patient Satisfaction at Rumah Sakit Demang Sepulau Raya, Kabupaten Lampung Tengah"[18] and the study by Peratiwi et al., titled "Relationship of Empathy with Patient Satisfaction at Rumah Sakit Umum Sri Pamela, Tebing Tinggi"[19] also showed significant relationships between empathy and patient satisfaction.

The researcher assumes that if healthcare personnel lack empathy in delivering care, patients will feel dissatisfied. Patients, especially those who are unwell, expect attention from those around them. Healthcare providers who interact with patients are expected to show empathy. When healthcare providers offer genuine care and understand patient needs, it will lead to patient satisfaction with the healthcare services provided.

Most patients feel satisfied with healthcare services at Rumah Sakit Umum Haji Medan due to their trust in the competence and skills of healthcare providers. Therefore, maintaining this trust and enhancing service quality will lead to patient loyalty. Moreover, satisfied patients will spread positive information about the hospital's services, resulting in increased new patient visits.

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[17] Defi Mernawati and Intan Zainafree, "Analisis Faktor-Faktor Yang Berhubungan Dengan Tingkat Kepuasan Pasien Rawat Jalan Di Puskesmas Lamper Tengah Kecamatan Semarang Selatan Kota Semarang," *Public Health Perspective Journal* 1, no. 1 (2016).

[18] Reichenbach dkk., "Pengaruh Daya Tanggap Dan Empati Para Medis Terhadap Kepuasan Pasien Di Rumah Sakit Demang Sepulau Raya Kabupaten Lampung Tengah," *Progress in Retinal and Eye Research* 561, no. 3 (2019).

[19] Nori Indah Peratiwi et al., "Hubungan Empati Dengan Kepuasan Pasien Di Instalasi Gawat Darurat Rumah Sakit Umum Sri Pamela Tebing Tinggi," *JURNAL KESEHATAN DAN KEBIDANAN (JOURNAL OF HEALTH AND MIDWIFERY)* 10, no. 2 (June 25, 2021).

An increase in patient volume will also impact the hospital's revenue.

E. Relationship of Healthcare Service Quality (Tangible) to Patient Satisfaction

Tangible in service quality refers to tangible elements that accompany the service, such as the physical environment, equipment, and facilities that create visual impressions and real experiences for customers.

Based on the bivariate analysis using the chi-square test, a p-value of 0.004 (p-value < 0.05) was obtained, indicating that the null hypothesis (Ho) is rejected. This shows a significant relationship between physical evidence and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan.

Observation and interviews revealed that respondents were dissatisfied with the physical evidence of services. This suggests that physical evidence, or Tangible, influences healthcare service quality. However, the physical evidence at Rumah Sakit Umum Haji Medan is not optimal. Facilities and equipment are generally good, but respondents mentioned inadequate examination rooms that lack privacy due to their open layout. This highlights the need to improve physical evidence through better facility planning and maintenance.

The findings of this study align with the research by Pangerapan D, on the relationship between service quality and patient satisfaction at the polyclinic of Rumah Sakit Umum Pancaran Kasih Manado,[20] and the research by Maryana & Christiany, with a p-value of 0.0029 < 0.05, titled "Relationship of Service Quality with Patient Satisfaction at RSUD Bathin Sungai Liat, Bangka."[21] These studies also indicated a relationship between physical evidence and patient satisfaction.

The researcher assumes that inadequate and incomplete hospital facilities will deter people from using healthcare services due to dissatisfaction with the provided facilities. Conversely, well-maintained and comprehensive facilities will lead to greater patient satisfaction with healthcare services.

CONCLUSION

Based on the research on the relationship between healthcare service quality and patient satisfaction at Rumah Sakit Umum Haji Medan, the following conclusions can be drawn:

Out of 120 respondents, 66 reported being dissatisfied, while 54 reported being satisfied with healthcare services provided by the healthcare providers at Rumah Sakit Umum Haji Medan.

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[20] Pangerapan, Palandeng, and Rattu, "Hubungan Antara Mutu Pelayanan Dengan Kepuasan Pasien Di Poliklinik Penyakit Dalam Rumah Sakit Umum GMIM Pancaran Kasih Manado."

[21] Maryana Maryana and Maya Christiany, "Hubungan Aspek Kualitas Pelayanan Dengan Kepuasan Pasien Rawat Inap," *Citra Delima Scientific Journal of Citra Internasional Institute* 5, no. 2 (January 17, 2022), https://doi.org/10.33862/citradelima.v5i2.262.

There is a significant relationship between healthcare service quality, specifically reliability, and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan, with a p-value of $0.000 < 0.05$. This indicates that higher reliability leads to higher patient satisfaction.

There is a significant relationship between healthcare service quality, specifically responsiveness, and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan, with a p-value of $0.005 < 0.05$. This indicates that higher responsiveness leads to higher patient satisfaction.

There is a significant relationship between healthcare service quality, specifically assurance, and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan, with a p-value of $0.001 < 0.05$. This indicates that higher assurance leads to higher patient satisfaction.

There is a significant relationship between healthcare service quality, specifically empathy, and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan, with a p-value of $0.011 < 0.05$. This indicates that higher empathy leads to higher patient satisfaction.

There is a significant relationship between healthcare service quality, specifically physical evidence, and outpatient patient satisfaction at Rumah Sakit Umum Haji Medan, with a p-value of $0.004 < 0.05$. This indicates that higher physical evidence quality leads to higher patient satisfaction.

Among the five dimensions, reliability is the strongest predictor of patient satisfaction, followed by responsiveness, assurance, physical evidence, and empathy.

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