



## PATIENT SATISFACTION ANALYSIS BASED ON SERVICE QUALITY ASSESSMENT AND TRUST IN HEALTH FACILITIES

Agus Aan Adriansyah<sup>a</sup> ; Makki<sup>b</sup> ; Budhi Setianto<sup>c</sup> ; Nikmatu Sa'adah<sup>d</sup> ; Indah Lestari<sup>e</sup> ; Pinky Ayu Marsela Arindis<sup>f</sup>

<sup>a,c,d,e,f</sup> Department of Public Health ; Faculty of Health ; Universitas Nahdlatul Ulama Surabaya ; Jemursari Street No. 51-57 ; Surabaya 60237 ; Indonesia

<sup>b</sup> Department of Dentistry, Faculty of Dentistry, Institut Ilmu Kesehatan Bhakti Wiyata Kediri, KH.Wahid Hasyim Street No. 65 ; Kediri 64114 ; Indonesia

### Abstract

Health centers have an important role to provide the best service to the community. One of the problems in the outpatient installation of the Tambelangan Health Center is the decrease in the number of patient visits. It is necessary to evaluate the quality of service so that patients put their trust and then reuse the service until they feel satisfied. The purpose of this study was to analyze the effect of service quality and trust on patient satisfaction. This research is included in the type of analytic observational using a cross-sectional approach. The sample size is 100 patients who seek treatment at the outpatient installation of the Tambelangan Health Center. The sampling technique was carried out by systematic random sampling. Data were obtained directly through the perception of the patient's assessment of the perceived service quality, their trust in the facilities and services received and including the satisfaction that the patient felt through the questionnaire instrument. The data obtained were then analyzed using binary logistic regression. The results showed that all patients (86%) stated that the overall dimensions of service quality were good, and almost all patients (81%) stated that they had believed and almost all respondents (84%) stated that they were satisfied with the service at the Outpatient Installation of the Tambelangan Health Center. Furthermore, service quality has a significant effect on patient satisfaction (p-value = 0.022) and trust has a significant effect on patient satisfaction (p-value = 0.006). The conclusion of the study shows that service quality and trust can affect patient satisfaction.

**Keywords:** *Service Quality; Trust; Patient Satisfaction; Outpatient; Public Health Center*

### 1. Introduction

Patient satisfaction is one indicator of the quality of services we provide and patient satisfaction is a capital to get more patients and to get loyal patients (Nursalam, 2014). Loyal patients will reuse the same health services when they need them again. It is even known that loyal patients will invite others to use the same health care facility. Yunus, *et al.* (2009) stated that services that are deemed unsatisfactory can lead to reduced customers or even loss because customers move to other services, so there is not the slightest doubt about the importance of quality service as the ultimate goal of service providers (Yunus, *et al.*, 2020). Public Health

Center provide services to the public by existing regulations. The service in question is an activity of direct interaction between a person and another person and provides customer satisfaction. Therefore, it cannot be denied that the quality of service is important.

Good service quality in five dimensions of SERVQUAL, namely: Tangibles, Reliability, Responsiveness, Assurance and Empathy (Kotler, 2010). Customer satisfaction will appear if the quality of service is good. Another factor that can affect the level of patient satisfaction is patient trust. Customer trust will arise because there is a belief that the parties involved in the exchange will provide consistent, honest, and responsible quality (Akbar & Noorjahan, 2009). Therefore, Public Health Center must start thinking about

\*) Corresponding Author (Agus Aan Adriansyah)  
E-mail: [aan.naufal87@unusa.ac.id](mailto:aan.naufal87@unusa.ac.id)

the importance of service to customers more maturely through service quality (Amelia, 2018).

The problem raised in this study is that one element of service at the Public Health Center, namely product specifications for the type of health service, gets a bad score when measuring the customer satisfaction index. Product specifications for the type of health service are the speed of officers in providing services to outpatients, and patient satisfaction in visits and repeat visits at the outpatient installation of the Tambelangan Health Center, Sampang (Kelmanutu, 2017 ; Setiawan, 2019).

Based on the above background, the evaluation of service quality, trust instilled in patients and patient satisfaction is very necessary for Public Health Center to improve the quality of health services provided. If patients are not satisfied with health services, it can reduce trust with health service providers. Therefore, there is an evaluation related to the quality of service and trust in patient satisfaction so that it is by what the patient expects. The purpose of this study was to analyze the effect of service quality and trust on patient satisfaction.

## 2. Method

This research is included in the type of analytic observational, using a cross-sectional approach. The research location is in the Outpatient Installation of the Tambelangan Health Center, Sampang. The variables studied included service quality and trust and patient satisfaction. The quality of service studied includes the dimensions of Tangible, Reliability, Responsiveness, Assurance and Empathy (Li *et al.*, 2018 ; Munusamy, *et al.*, 2010). The patient's trust studied includes the dimensions of Benevolence, Ability, and Integrity (Joseph & Rofiq, 2010). Meanwhile, patient satisfaction assessed includes the suitability of expectations, ease of obtaining services, and willingness to recommend to others (Hawkin & Lonney, 2010).

The population in this study were all patients who seek treatment at the Outpatient Installation. The sample in this study was 100 patients. Sampling in this study was carried out systematically random (Systematic Random Sampling). The primary data in this study were obtained using a questionnaire sheet, for the service quality variable with 24 statements, trust with 9 statements and patient satisfaction with 9 statements. Secondary data in this study was obtained from the Tambelangan Health Center in the form of patient satisfaction index data.

The questionnaire was tested for validity and reliability first. The data from the research were then tested descriptively using cross-tabulation and reading aids using the Pareto 80:20 concept. This means that descriptively, each indicator with a percentage value of  $\geq 80\%$  is included in the good category, and indicators with a percentage value of  $\leq 80\%$  are included in the poor category. Meanwhile, inferential analysis will show that there is an effect if the difference from the calculation of the percentage  $> 20\%$  of each category on the service quality variable and trust on patient satisfaction occurs. In addition, the data will also be statistically analyzed to assess whether the effect is significant or not by using a binary logistic regression test.

## 3. Result and Discussion

### *Characteristics of Respondents*

The characteristics of respondents in this study include gender, age, education, and occupation. Here are the full results.

**Table 1.** Characteristics of Respondents in the Outpatient Installation of the Tambelangan Health Center, Sampang

Characteristics of Respondents	Frequency	Percentage
Gender		
Male	52	52
Female	48	48
Age		
14-23 years	24	24
24-30 years	15	15
31-37 years	19	19
38-44 years	15	15
45-51 years	13	13
> 52 years	14	14
Education		
No School	18	18
Elementary School	39	39
Junior High School	21	21
High School	18	18
Diploma	2	2
Bachelor	2	2
Work		
Farmer	47	47
Entrepreneur	23	23
Housewife	31	31
Total	100	100

Respondents who are currently using health services at the Tambelangan Health Center have various individual characteristics. Based on these characters, respondents will have a variety of perceptions in assessing the quality of services provided by these health care facilities. According to Robbins (2009), individual

characteristics can be seen from age, gender and education level (Robbins, 2001).

Based on Table 1 above, it can be informed that most of the respondents (52%) are male. a small proportion of respondents (24%) are in the range of 14-23 years or fall into the category of late adolescence (Depkes, 2009). This age group is the largest compared to other age groups. In addition, information was obtained that almost half of the respondents (39%) only received a

basic education. Based on occupation, almost half of the respondents (47%) have jobs as farm workers and the least is as housewives (31%).

#### Service quality

Service quality consists of five dimensions, namely: Tangibles, Reliability, Responsiveness, Assurance and Empathy (Kotler, 2010). The results of respondents' assessment of service quality are presented in table 2 below.

**Table 2.** Results of Service Quality Measurement

Quality of Service	Pareto Principle		Description
	Not Good (%)	Good (%)	
Tangible	64	36	Not Good
Reliability	60	40	Not Good
Responsiveness	18	82	Good
Assurance	18	82	Good
Emphaty	20	80	Good
Aggregate Service Quality	36	64	Good

Based on the results of the study in Table 2, it can be informed that that most of the respondents (64%) stated that the overall dimensions of service quality in the aggregate were appropriate in the Outpatient Installation of the Tambelangan Health Center. If observed in detail, the management of the Public Health Center should make improvements to the tangible dimension so that the quality of service can gradually improve. Improvements that must be made are to increase comfort in the waiting room and registration room. Improvements in the reliability dimension also need to be made, namely the timeliness of doctors to examine patients does not match the specified time, registration officers and cashiers serve less quickly, so respondents wait too long. Although the assurance dimension looks good, there need to be improvements in the service, namely increasing the responsiveness or response of the staff when the patient comes.

In research on the quality of service at the Tambelangan Health Center, which includes the dimensions of tangible, reliability, responsiveness, assurance, empathy (Jumiani, *et al.*, 2018), overall dimensions of service quality show in good condition. In Pareto principle, it can be seen that the overall dimensions of service quality in the aggregate are considered good because of the Pareto value above (>80%) so that the overall dimensions of the respondent's health service quality need to be maintained or improved by the management of the Tambelangan Health Center. However, it is still

necessary to pay attention to small things and also make improvements immediately if there are complaints from patients. This strategy is an early prevention effort so that other problems do not arise so that it has an impact on decreasing patient satisfaction. This is an effect that the quality of service when it becomes bad will be able to affect patient satisfaction so that they refuse to use health services (Lestari & Hasanah, 2019; Sofia, 2015; Tores, 2015; Nanda, 2018; Aini, 2019; Ramadhan, Rahmiati and Maulana, 2019). Generally, a person will view a health facility initially from its physical condition. With a clean, neat and orderly physical condition. Patients will suspect that the health facility will carry out its functions properly.

The quality of service in the service sector is the quality provided to the recipient of the service that will exceed the level of importance (Darmawansyah, *et al.*, 2019). This emphasizes more on the advantages of the level of consumer interest as the core of service quality (Renjani, 2010). The existence of adequate service quality and by one's expectations will have an impact on achieving one's level of satisfaction (Masruri, 2014). Quality of service is very important for the health of patients.

#### Trust

Mula & Rofiq (2010) state that three factors shape a person's trust in a company's brand, namely Benevolence, Ability, and Integrity. The results of respondents' assessment of trust are presented in table 3 below (Mula & Rofiq, 2010).

**Table 3.** Trust Measurement Results

Trust	Pareto Principle		Description
	Lack of Trust (%)	Believe (%)	
Benevolence	19	81	Believe
Ability	38	62	Lack of Trust
Integrity	18	82	Believe
Aggregate Trust	25	75	Believe

Based on the results of the study in Table 3, it can be informed that that most of the respondents (75%) stated that they believed, according to all indicators, in the Outpatient Installation of the Tambelangan Health Center. If observed in detail, then the management of the Public Health Center should make service improvements. In the dimension of benevolence, there is still an expression that Public Health Center do not always provide care to respondents who do not have the cost for treatment. Haekal & Widjajanta (2016) stated that the benevolence dimension is the ability of Public Health Center to provide mutually beneficial satisfaction between Public Health Center and patients. In general, the majority of patients believe in the kindness of the Public Health Center to patients who do not have the funds, so the trust of the respondents needs to be maintained or increased by the management of the Tambelangan Health Center (Haekal & Widjajanta, 2016).

In the dimension of ability, there is still an expression that outpatient installations do not always serve patients for 8 hours, and do not have adequate medical equipment. Dimensional ability refers to the competition and characteristics of Public Health Center in influencing patients to obtain guaranteed patient satisfaction and comfort during treatment at the Outpatient Installation so that health workers must be on standby during their working hours at the Tambelangan Health Center (Haekal & Widjajanta, 2016).

Meanwhile, in the dimension of integrity, there is still an expression that Public Health Center may commit malpractice when providing

care or treatment services. The integrity dimension relates to how the behaviour of the officers who foster respondents' trust in the Public Health Center and Public Health Center can create a sense of security and comfort so that respondents who seek treatment at the Tambelangan Health Center's Outpatient Installation feel trust in patient satisfaction (Haekal & Widjajanta, 2016).

Trust has three dimensions, namely benevolence, integrity and ability (Nusiana, 2019). Positive trust will cause outpatients at the Tambelangan Health Center to be satisfied with the services of health workers. According to the Pareto principle, it can be seen that the overall trust in the aggregate is considered to have trusted because of the Pareto value mentioned above (>80%) so that the respondent's trust needs to be maintained or increased by the management of the Tambelangan Health Center. Trust can encourage the intention to buy or use the product by eliminating the doubts that the patient has been feeling (Aryani, 2010). Trust will always make customers remember repeatedly the services that have been provided by employees (Aini & Andari, 2016).

#### *Patient Satisfaction*

According to Hawkin & Lonney (2001), indicators forming customer satisfaction consist of conformity to expectations, ease of obtaining, and willingness to recommend to others. The results of the respondent's assessment of the level of satisfaction felt from the use of health services at the Public Health Center are presented in table 4 below (Hawkin & Lonney, 2010).

**Table 4.** Patient Satisfaction Measurement Results

Satisfaction	Pareto Principle		Description
	Less satisfied (%)	Satisfied (%)	
Conformance of expectations	15	85	Satisfied
Ease of obtaining	17	83	Satisfied
Willingness to recommend to others	49	51	Less satisfied
Aggregate Patient Satisfaction	27	73	Satisfied

Based on the results of the study in Table 4, it can be informed that that most of the respondents (73%) stated that they were satisfied, according to all indicators, with the Outpatient Installation of the Tambelangan Health Center. If observed in detail, then the management of the Public Health Center should make service improvements. In the aspect of convenience, respondents are still not satisfied with the administrative process which is not always easy and fast, thus making respondents wait for quite a long time. In terms of willingness to recommend, many patients are still dissatisfied as a result of poor service, plus the lack of facilities (outpatient rooms are not clean, toilets are not clean) and comfort in the waiting room (Darus, *et al.*, 2018).

Assessment of patient satisfaction has three dimensions of satisfaction, namely the dimensions of conformity to expectations, ease of obtaining and dimensions of willingness to

recommend. The results of the study generally show that the overall satisfaction dimension has been satisfied (Natassa, 2015). In the Pareto principle, it can be seen that the overall dimension of satisfaction in the aggregate is considered satisfied, because of the Pareto value mentioned above (>80%), so that the overall dimension of respondent satisfaction needs to be maintained or improved by the management of the Tambelangan Health Center. Aini & Andari (2016) stated that Public Health Center that do not provide services to patients will result in patient dissatisfaction when seeking treatment at the Public Health Center (Rizal, *et al.*, 2017).

#### *Quality of Service and Trust in Patient Satisfaction*

The results of the assessment regarding the analysis of service quality and trust in patient satisfaction are presented in table 5, table 6 and table 7.

**Table 5.** The Effect of Service Quality and Trust on Patient Satisfaction

Variable	Category variable	p-value	OR	Model summary
Service quality	Not Good	0.022	4.992	0.184
	Good			
Trust	Lack of Trust Believe	0.006	5.736	

Table 5 above shows that service quality and trust can be concluded together can affect patient satisfaction by 18.4%. When observed partially, each variable can significantly affect patient satisfaction (quality of service, p-value = 0.022 and trust, p-value = 0.006). Odds Ratio can be informed if the quality of service is getting better, then the patient will tend to be satisfied

by 4.992 times compared to if the service quality is not good. As for trust, if the patient puts trust in the health center, the patient will tend to be satisfied by 5.736 times compared to patients who do not trust the health center. In more detail, each variable of service quality and trust in patient satisfaction can be seen in Table 5 and Table 6 below.

**Table 6.** Cross-tabulation of Service Quality on Patient Satisfaction

Service quality	Patient satisfaction				Total		Statistics
	Less satisfied		Satisfied		n	%	
	n	%	n	%			
Not Good	5	35.7	9	64.3	14	100	<i>fisher's exact test</i> = 0.046 <i>Phi</i> = 0.217
Good	11	12.8	75	87.2	86	100	
Total	16	16	84	84	100	100	

Based on Table 6, it can be informed that almost all respondents stated that the quality of service was good and satisfied at the Outpatient Installation of the Tambelangan Health Center (87.2%). Respondents at the Tambelangan Health Center Outpatient Installation were mostly satisfied because the quality of health services provided was good. The OR value indicates that if the quality of service provided is getting better, then it is likely that patient satisfaction will

increase to 4.992 times compared to if the quality of service is not good.

The services provided by the Tambelangan Health Center are a very important factor as a basis for patients to take advantage of the services of the Public Health Center. Service quality is very important in today's highly competitive market competition (Adhi & Ernawati, 2012). Perceptions of good service quality will result in the emergence of customer satisfaction. Therefore, the better the quality of

services provided by the Tambelangan Health Center; the more patients will feel satisfaction in utilizing existing services.

The results of the cross-tabulation are also statistically supported based on the fisher's exact test parameter which obtained a significance value of 0.046 (<0.05). These results conclude that statistically also shows there is a significant relationship between service quality and patient satisfaction at the Outpatient Installation of the Tambelangan Health Center. The strength of the relationship between variables can be seen in the Phi correlation value of 0.217 which means that there is a weak relationship between service quality and patient satisfaction at the Tambelangan Health Center Outpatient Installation. This means that the higher the quality of service, the higher the level of satisfaction of outpatients at the Tambelangan Health Center, on the other hand, the lower the quality of service, the lower the level of satisfaction of outpatients at the Tambelangan Health Center. Complementing the previous regression results, that if the independent variable has a strong relationship to the

dependent variable, then the independent variable will also affect the dependent variable. Therefore, there is a strong relationship between service quality and patient satisfaction, so service quality will influence patient satisfaction.

The results of this study are in line with the research of Natassa (2015) which states that there is a significant influence between service quality and patient satisfaction. The results of this study are in line with the research of Aini & Andari (2016) at the Desa Pasir Utama Health Center which states that there is a significant influence between service quality and patient satisfaction. In addition, it is also in line with the research of Darus, *et al.* (2018) at the Dinoyo Health Center in Malang City which states that there is a significant influence between service quality and patient satisfaction (Darus, *et al.*, 2018). The results of this study are also by the research of Rosiana Rizal, Muslim Suardi, and Yulihastri (2017) which states that service quality affects patient satisfaction (Rizal, *et al.*, 2017; Novita, Erpidawati & Susanti, 2019; Ramadhan, *et al.*, 2019; Adriansyah *et al.*, 2020).

**Table 7.** Cross-Tabulation of Trust on Patient Satisfaction

Trust	Patient satisfaction				Total		Statistics
	Less satisfied		Satisfied		n	%	
	n	%	n	%			
Lack of trust	7	36.8	12	63.2	19	100	<i>fisher's exact test</i> = 0.012 <i>Phi</i> = 0.275
Believe	9	43.5	72	88.9	81	100	
Total	16	16	84	84	100	100	

Based on Table 7, it can be informed that almost all respondents stated that they believed and were satisfied with the Outpatient Installation of the Tambelangan Health Center (88.9%). This shows that the more a patient trusts in the services provided by the Health Center, the patient will give a satisfying response to the services he feels. The OR value indicates that if the patient puts trust in the Health Center, the patient will tend to be satisfied by 5.376 times compared to patients who do not trust the Health Center.

Trust is directly related to the patient's perception of the reputation of the Public Health Center. If the patient gets a service product that is in line with expectations, a pleasant service, the benefits of the service product can be felt, then the patient will give confidence to the Tambelangan Health Center (Adriansyah & Nadatien, 2019). This will make patients continue to use the services of the Tambelangan Health Center and in the end will recommend the Public Health Center to others because they

are satisfied with the services provided (Afrizal & Suhardi, 2018).

The results of the cross-tabulation are also supported statistically based on Fisher's exact test parameters which obtained a significance value of 0.012 (<0.05). These results conclude that statistically also shows there is a significant relationship between trust and patient satisfaction at the Outpatient Installation of the Tambelangan Health Center. The strength of the relationship between variables can be seen in the Phi correlation value of 0.275, which means that there is a weak relationship between trust and patient satisfaction at the Tambelangan Health Center Outpatient Installation. This means that the higher the trust, the higher the level of satisfaction of inpatients at the Tambelangan Health Center. Conversely, the lower the trust, the lower the level of outpatient satisfaction at the Tambelangan Health Center (Ramadhan, *et al.*, 2019). Complementing the previous regression results, that if the independent variable has a strong relationship to the

dependent variable, then the independent variable will also affect the dependent variable. Therefore, there is a strong relationship between trust and patient satisfaction, so trust will influence patient satisfaction.

The results of this study are in line with the research of Pramana & Rastini which states that there is a significant influence between trust and satisfaction (Pramana & Rastini, 2016). The results of this study are in line with the research of Sudirman, Halim & Pinem which states that there is a significant influence between trust and satisfaction (Halim & Rahim, 2015). In addition, it is also in line with Simatupang (2017) which states that there is a significant influence between trust and patient satisfaction (Simatupang, 2017). The results of this study are also by research by Adhi & Ernawati (2012), namely trust has a positive and significant effect on patient satisfaction (Adhi & Ernawati, 2012). The results of this study provide important information that patients who seek treatment at a health center can feel much better satisfaction if they participate and give full trust to the health center and officers when providing health services. Meanwhile, the limitation of this study is that researchers often encounter respondents in the category of elderly patients who are difficult to communicate with in answering questions. Then, research during the COVID-19 pandemic made it quite difficult for researchers to get respondents.

#### 4. Conclusion and Suggestion

Based on the results of the discussion above related to research on the Effect of Health Service Quality and Trust on Patient Satisfaction at the Outpatient Installation of the Tambelangan Health Center, it can be concluded that the results of this study indicate that almost all respondents (86%) stated that the quality of service was good, almost all respondents (81%) stated that the overall dimension of trust in the aggregate was trusted and almost all respondents (84%) stated that the overall dimension of satisfaction in the aggregate was satisfied with the service at the Outpatient Installation of the Tambelangan Health Center. Then there is a significant influence between service quality and trust on patient satisfaction at the Outpatient Installation of the Tambelangan Health Center, Sampang.

Researchers have suggestions that can be done for the problem improvement stage, namely that the Public Health Center is expected

to improve the quality of service by adding several supporting facilities such as the number of patients waiting chairs, parking lots and room cleanliness, as well as increasing the friendliness of health workers when serving patients who seek treatment at the Tambelangan Health Center Outpatient Installation. Recommendations for future research are to examine aspects of service quality and trust and patient satisfaction with patient loyalty in utilizing health services.

#### 5. Acknowledgments

We would like to express our gratitude to the Undergraduate Department of Public Health, LPPM and Universitas Nahdlatul Ulama Surabaya for the opportunity, support and motivation in publishing this scientific paper. As well as thanks to the respondents and RSI A. Yani who have provided the opportunity and research permission.

#### 6. References

- Adhi, A. Y. and Ernawati, N. (2012) 'Pengaruh Dimensi Kualitas Pelayanan dan Kepercayaan Konsumen Terhadap Kepuasan Konsumen Hotel Candi Indah Semarang', *Jurnal Mahasiswa Q-MAN*, 1(3), pp. 44-56.
- Adriansyah, A. A. et al. (2020) 'Analysis of Nurse's Job Satisfaction Based On Internal Service Quality Measurement', *Jurnal Riset Kesehatan*, 9(2), pp. 94-101.
- Adriansyah, A. A. and Nadatien, I. (2019) 'Hubungan Waktu Tunggu dan Sikap Petugas dengan Kepuasan Pasien Pada Instalasi Farmasi Rumah Sakit Islam Surabaya (RSIS) Jemursari', *Medical Technology and Public Health Journal*, 3(1), pp. 1-8.
- Afrizal and Suhardi (2018) . 'Pengaruh Kualitas Pelayanan, Citra Rumah Sakit Dan Kepercayaan Terhadap Kepuasan Pasien Dan Implikasinya pada Loyalitas Pasien', *Stie Pertiba Pangkalpinang*, 4(1), pp. 70-86.
- Aini (2019) 'Pengaruh Pengetahuan Dan Pemahaman Investasi, Modal Minimum Investasi, Return, Risiko Dan Motivasi Investasi Terhadap Minat Mahasiswa Berinvestasi Di Pasar Modal (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Kota)', *E-JRA*, 8(2), pp. 701-709.
- Aini, Y. and Andari, E. (2016) 'Analisis Kualitas Pelayanan terhadap Kepuasan Pasien Berobat di Public Health Center Pembantu

- Desa Pasir Utama', *Jurnal Ilmiah Cano Ekonomos*, 5(1), pp. 81-88.
- Akbar, M. M. and Noorjahan, P. (2009) 'Impact or Service Quality, Trust, and Customer Satisfaction on Customers Loyalty', *ABAC Jurnal*, 29(1), pp. 24-38.
- Amelia, I. (2018) 'Faktor yang Berhubungan dengan Dimensi Mutu Pelayanan Kesehatan Balai Pengobatan Umum Public Health Center Paccerakang Kota Makassar', *Jurnal kesehatan Masyarakat*, 1(1), pp. 10-16.
- Aryani, D. (2010) .', 2010. Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam membentuk Kepercayaan Pasien.', *Jurnal Administrasi Kesehatan*, 17(2), pp. 1382-1394.
- Darmawansyah, Hasri, F. A. and Indar (2019) 'Analisis Dimensi Mutu Pelayanan Kesehatan di Rumah Sakit Sulawesi Selatan', *Jurnal Ilmiah Kesehatan*, 1(1), pp. 1-19.
- Darus, M., Milwati, S. and Maemunah, N. (2018) 'Hubungan Kualitas Pelayanan Keperawatan Dengan Tingkat Kepuasan Pasien Rawat Jalan Di Public Health Center Dinoyo Kota Malang', *Nursing News*, 3(1), pp. 612-619.
- Depkes (2009) *Klasifikasi Umur Menurut Kategori*. Jakarta: Ditjen Yankes.
- Haekal, A. and Widjajanta, B. (2016) 'Pengaruh Kepercayaan dan Persepsi Risiko terhadap Minat Membeli Secara Online pada Pengunjung Website Classifieds di Inonesia', *Journal of Business Management and Entrepreneurship Education*, 1(1), pp. 181-193.
- Halim, A. and Rahim, R. (2015) 'Pengaruh Kualitas Pelayanan Informasi Obat Terhadap Kepuasan Pasien Apotex X Kota Padang', *Ilmu Kefarmasian Indonesia*, 13(2), pp. 201-204.
- Hawkin and Lonney (2010) *Indikator Kepuasan Konsumen*. Jakarta: Binarupa Aksara.
- Jumiani, Erawan, E. and Zulfiani, D. (2018) 'Hubungan Faktor Dimensi Mutu Pelayanan Kesehatan Balai Pengobatan Umum di Public Health Center Muara Wis Kecamatan Muara Wis Kabupaten Kutai Kartanegara', *eJournal Administrasi Negara*, 6(3), pp. 8008-8020.
- Kelmanutu, L. S. (2017) .', 2017. Gambaran tentang Dimensi Mutu Pelayanan pada Unit Rawat Inap Rumah Sakit Umum Daerah Karel Sadsuitubun Langggur', *Jurnal Kesehatan Masyarakat*, 1(1), pp. 61-70.
- Kotler (2010) *Manajemen Pemasaran Edisi Kesehatan Jilid 2*. Jakarta: Indeks.
- Lestari and Hasanah, P. (no date) *Pengaruh Kualitas Produk terhadap Minat Pasien dalam kualitas pelayanan*. Skripsi, 2019. Skripsi. Jakarta: Ekonomi dan Bisnis Islam.
- Li, L. et al. (2018) 'Anemia and student's educational performance in rural Central China: Prevalence, correlates and impacts', *China Economic Review*, 51(620), pp. 283-293. DOI: 10.1016/j.chieco.2017.07.006.
- Masruri (2014) 'Dimensi Mutu Pelayanan Kesehatan terhadap Kepuasan Pasien', *Jurnal Ilmiah*, 2(1), pp. 12-23.
- Mula, J. and Rofiq, A. (2010) 'The Effect of Customers' Trust on ECommerce: A Survey of Indonesian Customer B to C Transactions', *Economic Review*, 7(4), pp. 218-225.
- Munusamy, Jayaraman and Chelliah, S. (2010) 'An Investigation of Impact of Service Strategy on Customer Satisfaction in the budget Airline Industry in Malaysia: A case study of AirAsia', *Contemporary Marketing Review*, 1(1), pp. 1-13.
- Nanda (2018) *Manajemen Pemasaran Teori dan Aplikasi dalam Bisnis*. Jakarta: Wacana Media.
- Natassa, J. (2015) 'Hubungan Kualitas Pelayanan Kesehatan Terhadap Kepuasan Pasien Rawat Jalan Di Instalasi Radiologi Sentral RSUD Arifin Achmad Pekanbaru', *Stikes Hangtuah Pekan Baru*, 3(2), pp. 68-76.
- Novita, L. S., Erpidawati and Susanti, E. (2019) 'Hubungan Kualitas Layanan terhadap Kepuasan Pasien', *Jurnal Menara Medika*, 1(124-130).
- Nursalam (2014) *Manajemen Keperawatan Aplikasi Dalam Praktek Keperawatan Profesional*. 4th edn. Jakarta: Salemba Merdeka.
- Nusiana, A. (2019) 'Pengaruh Kualitas Layanan terhadap Kepercayaan Pasien dengan Kepuasan di Rumah Sakit Bunda', *Jurnal Kesehatan Masyarakat*, 4(1), pp. 83-92.
- Pramana, G. Y. and Rastini, N. M. (2016) 'Pengaruh Kualitas Terhadap Kepercayaan Nasabah Dan Loyalitas Nasabah Bank Mandiri Cabang Veteran Denpasar Bali', *Manajemen Unud*, 5(1), pp. 706-733.
- Ramadhan, B., Rahmiati and Maulana, A. (2019) 'Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Rawat Inap Rumah Sakit Semen Padang', *Jurnal Kajian Manajemen*,



- 1(1), pp. 314–322.
- Renjani (2010) 'Kualitas Pelayanan dibidang Kesehatan dalam Melayani Pasien', *Jurnal Medika Medis*, 5(2), pp. 145–157.
- Rizal, R., Suardi, M. and Yuliharsi (2017) 'Pengaruh Kualitas Pelayanan dan Kepuasan Pasien Peserta BPJS Kesehatan sebagai Mediasi terhadap Loyalitas Pasien', *Jurnal Sains Farmasi dan Klinis*, 3(2).
- Robbins, S. P. (2001) *Perilaku Organisasi: Konsep, Kontroversi, Aplikasi*. 8th edn. Jakarta: Prenhallindo.
- Setiawan, R. D. (2019) 'Faktor Hubungan Dimensi Mutu Pelayanan Kesehatan di Public Health Center Karangdowo Kabupaten Klaten', *Jurnal kesehatan Masyarakat*, 2(1), pp. 22–31.
- Simatupang, R. A. (2017) 'Pengaruh Kepercayaan Dan Kepuasan Konsumen terhadap Loyalitas Produk', *JRMB*, 12(1), pp. 55–70.
- Sofia (2015) 'Evaluating e-government and good governance correlation', *Journal of ICT Research and Applications*, 9(3), pp. 236–262.
- Tores (2015) 'Analisis pengaruh kualitas layanan dan citra merek terhadap minat beli dan berdampak pada keputusan pembelian', *Jurnal Manajemen Bisnis*, 4(2), pp. 143–150.
- Yunus, Zheithalm and Ariani (2020) 'Analisa Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pasien', *Jurnal Medikes*, 7(2), pp. 109–115.